

RADIO

SCREEN

STAGE

VARIETY

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HITLERIZED SHOW BIZ

BEDSIDE STUFF BY FAKERY STOOGES

Hollywood, June 18.
Chap with that bedside manner is the newest type of stooge to be used by the promoters of a fake Hollywood acting school.

Oily talker calls on people in hospitals and tells relatives that it's a shame that the patient is ill as he or she is such a good prospect for pictures.

Before the stooge leaves he exacts a promise that when the patient gets well he or she will call to see him so that the prospect can get started on the road to a film career.

**Beer on Tap With
Toronto Symphony;
Tooters in Profits**

Toronto, June 18.
Ale of beer is planned at a new series of open-air symphony concerts, which gets under way at the University of Toronto stadium June 26. Project is unique in that it is sponsored by the Musicians' Protective Association and is strictly a musicians' undertaking, with players working on a share-plan basis. Stadium seats 7,000 and plan is to tariff music-lovers at 25-50 cents. Weekly concert series will run throughout summer months.

Reginald Stewart has been selected by the musicians as conductor. Stewart is popular with the hi-hat music-lovers and also has a radio following. Back from London, he looks with favor on the prospect of informal concerts of the British type, with smoking permitted, fresh air assured, liquid and solid refreshments available, and tariffs kept low. Orchestra will number 100, and several guest-artists are scheduled.

By 'Phone

Probably the first instance of a rehearsal by remote control occurred last week in a series of long distance telephone calls between New York and Detroit, with Lew Leslie on one end and Martha Ray on the other.

Miss Ray had been set in the new Vincent Lopez band act, produced by Leslie, which was booked to open Friday (15) at Loew's Valencia, Jamaica. An engagement kept her at the Penthouse Cafe, Detroit, until Thursday.

The girl sang and Leslie directed her over the phone and when Miss Ray arrived in New York she was ready to open.

Just a Wife

London, June 18.

Hollywood star and his wife were recently in a party with the Prince of Wales. Actor suggested adjourning to a night club, but the Prince said he doubted whether they would be able to get in.

"Oh, it'll be all right," said the wife, "my husband can get in anywhere."

AFM FROWNS ON FREE B'DCASTS

According to an authentic source within the union itself, N. Y. Local 802 of the American Federation of Musicians will shortly take steps to stifle free broadcasts in front of audiences by prohibiting its members from appearing at these shows.

Reason for this step is that the free radio shows are keeping the public away from theatres, and thereby hurting the employment of musicians. A notable instance of this, according to union officials, is the decline of vaudeville and the subsequent unemployment of musicians, which could have been avoided in part were it not for the radio variety shows which the public can witness without charge.

Agitation against the free broadcasts has been virulent for some time among theatre owners and managers in New York City, where the National Broadcasting Company operates four studios in which such shows are given, and Columbia Broadcasting System two. Recently an investigation into the free shows, and the number of people who play to, was begun in Washington by the Federal Radio Commission.

Insult to Injury

St. John, N. B., June 18.

Since being counted out in a street combat with a teamster, Stanley Paxton, a warbler attached to station CHSI, has been deluged with annoying requests by telephone and mail. These involve invitations to sing such melodies as, "Now I Lay Me Down to Sleep," etc.

In all misses it is claimed the request is from the slugging teamster.

DESPERATION ACT

Oklahoma City, June 1.

Billie Mae, sister of Bonnie Parker, and Artie Barrow, sister of Clyde Barrow, notorious outlaw gang with the Parker woman, began a series of appearances at the Texas Theatre, Wichita Falls, Tex.

The young women answer a series of questions from the stage, the general theme of which tends to prove that crime always leads to prison or death.

NOT MUCH LEFT OF IT IN REICH

Nazis Are Spending in Frenzy, Not Knowing What Tomorrow's Value of the Mark Will Be—Amusement Industry Is a Shell of Its Former Self

'JEWS ONLY' THEATRE

By Wolfe Kaufman
(Of Variety's New York staff who returned from Berlin last week.)

The last German Jew is out of the film business in Berlin. The Nazi regime has made a clean sweep and, by slow stages, has turned the entire stage and screen over to departmental functionaries of Hitlerdom.

There is not a strong star left in German films as one result. Last was Hans Albers, biggest male draw in Germany for many years. He was an important cog in the still tottering Ufa machine, but broke his contract several weeks ago and walked out because his wife is a Jewess.

There is still Kaethe von Nagy, an Hungarian. Much excitement is engendered by the thought that Dorothy Weiske is coming back from Hollywood, and there is some speculation on Lillian Harvey's return. Miss Harvey is part English and considered not too favorable to the Nazi regime, so that top honors seem to be a cinch for Miss Weiske. Willy Fritsch's popularity has fallen off late, but is figured due for a build-up again, especially with the dropping out of Albers.

The new regime has failed to do
(Continued on page 45)

Take Your Pick

Monticello, N. Y., June 18.
The Monticello Employment Agency of this city, which is the 'life of the party' capitol of the U. S., displays the following sign on its callboard:

"Reasonably supplied: cooks, dish washers, social directors."

MUSTN'T RUSH PARIS CRITICS

Paris, June 18.
Paris newspapers never have been in a hurry to run criticisms of legit performances the morning after opening nights. A day or two later always has been time enough.

But recently some papers started asking their critics to do their pieces immediately after the show. The Association of Musical and Dramatic Critics, at its last meeting, formally said that this is going too far. It asked its executive committee to get busy and abolish criticisms written immediately after first performances, a practice which is not only incompatible with the dignity of a critic and a profound study of the work presented, but also contrary to the interests of authors, actors, theatre managers and even readers.

MAKING BOOK, ODDS UP TO 1,000-1 ON A&A.

Minneapolis, June 18.
A bookmaker's spot here is giving bets on the Amos and Andy program. The odds are two to one against Amos speaking first; even that Andy speaks first; five to one against the Kingfish; ten to one against Lightnin'; and 1,000 to one against Madame Queen speaking at all in 1934.

There have been quite a few takers.

ROCKEFELLERS ANGELING A LEGIT SHOW

Max Gordon's deal for the RKO Center in Radio City is under a partnership arrangement with RKO and the Rockefellers. Smaller Radio City house in the fall will probably house "Waltzes from Vienna" as the initial show.

Proposed agreement calls for a three-way split between Gordon, RKO and the Rockefellers on operation of the theatre, and a corresponding share in profits from shows produced by Gordon. Covers a period of one year. Rockefeller b.r. is said to be elastic for Gordon's use up to \$250,000.

Gordon expects to have "Waltzes" ready for the Center some time in September.

House for some time has been playing second run pictures, changing twice weekly, and losing an average of \$5,000 upward right along.

Negotiations are still on for the theatre by other legit interests, with Metro interested. Gilbert Miller, E. Ray Goetz and Bob Ritchie are after the house for "The Spell," from the Hungarian, musicalized by Guy Bolton and Cole Porter. Jeanette MacDonald is mentioned for the lead.

London, June 11.

Marie Burke has been signed for her original role of the Countess in "Waltzes from Vienna," which Hassard Short will stage in New York in the fall for Max Gordon.

This musical had a healthy run at the Alhambra last year. Short staged it here for Sir Oswald Stoll.

Pix for the Prez

President Roosevelt will have a chance to review some of filmdom's new product on his summer cruise. Enough pre-released pictures to occupy most of his idle moments are now being rounded up by the Hays Office from its company mem-

Here It Is Summer, but Where Is the Mob? Broadway Puzzled

Expectation was that the summer of 1934 would be booming for business along Broadway, but indications are still not clear that this will prove correct. Wrong figuring that the horde of visitors drawn by the naval armada in the Hudson would prove a boom resulted in downward revision. Crowds did come, but they went aboard the boats, with theatres getting little benefit, although there was an upward turn in attendance last week. Fleet sailed Sunday (17).

Real influx is still to come, if it

does come. With the dollar worth less abroad than ever before in modern times, economists feel that the annual trend to Europe will decline, if not be reversed. In the face of such reasoning comes the startling figure that 16,000 Americans boarded boats for Europe within a limited period recently. Countering that, however, is the report that bookings to America are heavier than in any summer previous. There have been several excursions from Europe but not enough to be of material benefit to

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Warners Rush Topical

Prod. on 'Maggie Cline'

By today (Tuesday) Warner Bros. will have in its hands at the home office an original story by Lou Goldberg (Lewis Graham) and Ed Olmstead, entitled "Maggie Cline." It's a hastily-written scenario around the life of late famous actress whose "Throw Him Down, McCloskey" was her greatest claim to fame. Some authors are also conferring with the late actress' widower to do her biography.

ON-THE-SPOT TELEPHONE INTERVIEW IS ONLY WORTHY SURVEY TECHNIQUE-DAMM

Manager of WTMJ, Milwaukee, Tells NAB Other Types of Fact-Finding Are Open to Doubt—Helping the Time-Buyer

Walter J. Damm, manager of Station WTMJ, Milwaukee, believes that the only dependable and useful survey of radio circulation, or listening habits, is the type based on at-the-spot questioning. This technique consists in putting to set two direct, simple questions to which straightforward, unequivocal and instantaneous responses can be made. Questions asked either by telephone or by personal call (not by mail) are:

(1) Is your radio turned on right now?

(2) To what station is it tuned in?

Serious doubts weaken the value of any other system of gathering information in Damm's opinion, which he expounded recently for the commercial committee of the National Association of Broadcasters.

Damm's idea is that the radio industry is suffering from too many surveys and research studies rather than too few. Too many people are attempting to do the work along too many lines, with the result that many of the studies are of little value to prospective buyers of radio time. This is no reflection on the integrity of any of the stations or research organizations that have published their findings. Ignorance and erroneous deductions are not to blame rather than downright dishonesty!

Field strength measurements are tabbed by the Milwaukee broadcaster as simply technical confirmation of power and of little help to advertising agencies and sponsors. Similarly, the other convention guide to circulation, fan mail, is pretty well discredited by now. Finally, there is the listeners' opinion or memory test as a means of compiling authentic data. While this throws light on circulation, it is open, in Damm's opinion, to many errors and to the vagaries of the human mind when functioning retrospectively.

Don't Jibe

WTMJ conducted two surveys simultaneously. One by the memory technique (postcard) and one by telephone calls. On the question of listening habits between 7 and 9 in the morning, the survey based on conditions as existing at the moment showed only 10% of the radios in operation, while the other technique developed a ratio of 38% listening during the same hours. Other discrepancies were developed that tended to establish the conservative value of the at-the-moment over the remembering quo so far as trustworthy facts are concerned.

Circulation claims for a station when based upon an extensive community survey by the telephone two-question method have the respect of executives in advertising agencies and among sponsors, Damm believes, while, reversely, these same men tend increasingly to challenge or pooh-pooh more involved surveys.

Folly of trying to suppress unfavorable statistics is stressed by the WTMJ boss. It boomerangs. Element of showmanship, or program popularity, as a consideration in radio circulation is recognized. Analysis of the WTMJ surveys tended to prove that the programs especially built to please Milwaukeeans and based on the station's showmanly knowledge of the town and its inhabitants tended to overshadow all other programs.

Damm admits that 13% of all persons quizzed did not know the name of the station they were listening to.

WTBO Wants Tilt

Baltimore, June 18. WTBO, Cumberland, Md.'s sole station, has petitioned the Federal Radio Commission to tilt its power from present 100 watts to 250.

Station has interested Maryland's senior senator, Millard E. Tydings, in the matter, and the congressman is personally going before the commission to ask approval of the application.

GIRLS TAKE VACATION

60 Program Shifts When Arion Trio Scrams

San Francisco, June 18. With the female instrumental Arion Trio leaving on a seven weeks' South Seas cruise, program department of NBC has put through some 60 program shifts per week as a result. Gals, Joyce Barthelson, Frances Weiner and Margaret Avery have been on the network since 1924.

Their vacay is bringing about the revival of *Piano Planes*. Grace Frankel and Gertrude Lyne. Reborn shows are Ted Maxwell's sketch, "Life of the Reillys"; Gypsy's interview of NBC performers and Louis Ford's violin recitals.

Meanwhile, Russian Troubadours, recently acquired Soviet orchestra and singers, is being dropped, effective June 23.

12 STATIONS SUED BY NRA

Washington, June 18. Turning heat on radio code violators, Deputy Administrator William P. Farnsworth Friday (15) cited dozen small local stations to the NRA compliance board for punitive action.

Step followed persistent refusal of handful of stations to comply with clauses requiring filing of rate cards with Code Authority. Although codalists agreed in some cases loudouts were justified by competitive conditions in refusing to post rates, no exceptions could be made, and consequently sent all names to the NRA for legal action.

Compliance board will investigate each case, and if it feels punishment is called for, will ask Justice Department through Federal district attorneys and regional compliance officers to seek injunctions against stations to force them to respect code provisions.

Six more non-commercial stations were exempted from broadcast code provisions Friday (15) by Divisional Administrator Sol Rosenblatt. They are WDAH, El Paso; WCAL, Northfield, Minn.; WOS, Jefferson City, Mo.; WNAD, Okla.; KFCG, Boone, Ia., and WCAU, Storrs, Conn.

Strouse Relays Quips On N.Y. Races Via Air

Hollywood, June 18. Irving S. Strouse, now on the Coast, is conducting the publicity campaign for the I. J. Fox All-Girl auto races to be staged in New York June 25, by sending a nightly short wave message to his eastern offices, from where it is being circulated among the New York dailies.

Messages are sent out over amateur broadcast plant located in the Hollywood Hills. Believed this is first instance of relaying publicity by short wave.

WOWO-WWVA Still Hitched

Ft. Wayne, June 18. Federal radio commission has renewed license of WOWO with wavelength, power and time unchanged. The station will continue to operate simultaneously with WWVA, Wheeling, W. Va., in daylight hours and to share time with that station at night. Scheduled hearing on application for full time was canceled when the commission was notified that an amicable adjustment of difficulties had been reached.

Local station's attorneys in Washington are making another attempt to get a full time license, operating with a Portland, Ore., station, and that work on the new petition is now before the radio commission.

Nellie Relaxes

Nellie Revell is on vacation, going upstate for about six weeks. During that time her column, "Air Line News," will not appear but will resume early in August.

Miss Revell's bi-weekly broadcasts for NBC will also temporarily suspend, and will resume upon her return to the city.

WBBM SETS UP AS OWN MUSIC CONTRACTOR

All members of the studio orchestra of CBS-WBBM are on notice and will shift out of the studio during the first week in July. This includes the leader and contractor, Clarence Wheeler and Eddie Copeland. They will be replaced by Billy Miller as contractor for the station. Miller is an employee of WBBM, and in this manner WBBM becomes a contractor.

Reason behind the move is the desire of the station of more flexibility in its band setup. Under the Musicians Union ruling a contractor and orchestra must be hired or fired in toto. Not even one man from a band may be replaced unless the entire orchestra is given notice. Under the new setup, however, WBBM is contractor and as such has the right to shift individual members of the orchestra at will.

Baseball Boss Raps 'Too Good' Play-by-Play

Minneapolis, June 18. Mike J. Kelly, president of the Minneapolis American Association baseball club, has complained to station WCCO that the baseball game radio broadcasts by Halsey Hall, Journal baseball writer, are "too good."

Because they're so good and so entertaining, he says, they're hurting attendance at the ball park. He has asked that Hall take some of the color out of his descriptions or that he be replaced by a less competent announcer, so that potential customers won't be content to sit at home or elsewhere in front of a receiving set.

Station officials, who have found the broadcasts a source of considerable rental and who want to be permitted to broadcast from the ball park again next season, are trying to placate Kelly by having the announcers urge listeners to come out to the baseball park and "see the games first hand."

52 Wks. in Lancaster

Lancaster, Pa., June 18. Emmy and Ezra, B & T Pennsylvania Dutch skit was signed by WGAL, Lancaster, Pa., for Gunzenhauser Bakery for 52 weekly quarter-hour programs.

Unique feature is that the program carries no plug and no advertising. All plugs are in twice daily spots, six days a week, signed as an additional contract.

Emmy and Ezra, handled by Grace Bowman and Cliff Thorburn, is an old local feature. Had a turn about a year ago on WCAU, Philadelphia.

"Trial of Mystery," 6 min. thrillers and gitters, with script by Barnie Miller, is also signed by WGAL, Lancaster, for 62 weekly splashes for Fields Clothing Company. Thrills come quick for 2 min. of program a plug.

Air Line News

By Nellie Revell

Both Hartford, Conn., stations are enlarging their plants. WDRC, the CBS outlet, was recently stepped up to 2,500 watts, ayeom only, has taken double the floor space and installed another studio. Also erecting a new transmitter at Bloomfield, Conn., Warren Munson, announcer at WGY, in Schenectady and Perry Brumfield of WCAU also added to staff. WTCI, NBC member, recently advanced to full time on air, is increasing its plant and staff. Brought James Moore from CBS and is erecting a 400-seat studio for audience shows. Station is also going for production of programs—the executive opinion is "sell a good show and they'll buy a lot of time."

Town papers are Courant and Times, both very conservative. Studios get no space outside of daily listing. Funny angle is that Frank E. Gannett, owner of Times, controls three stations in other parts of country, despite which he will not give Hartford plants a break in the press.

Vacation Notes

Adèle Ronson to Loon Lake in Adirondacks for the summer. Author's author, E. R. Johnstone, to California on 28th. Tony Wons to his Wisconsin cabin in August. Kate Smith resting at Banff, Canada. Sally Balogh will vacation at Malletts Bay in Vermont during July and August. Burns and Allen will tour Europe and make expenses playing a week at the Palladium in London. Freddie Warlock to Bermuda for two weeks. Albert Spalding at Great Barrington, Mass. Ardis Ackerman of J. Walter Thompson publicity to visit the George Coreys of Thompson Chicago office. H. V. Kaltenborn to Russia. Alex Woolcott visits his island retreat in Vermont. Frank Singhsler is vacationing.

Stand By

Chesterfield show leaves air on July 14, but will return in fall.... Harriet Lee is back with "The Leaders" at WTIC.... Centaur goes to half hour at CBS on Mondays at 8:30 starting Sept. 3.... Peter Van Steeden or renewed for 13 weeks.... Jimmy Mohr, WOR publicity, ill.... Nelson Case is new announcer at NBC. Comes from KGO, NBC station in Frisco.... Don Bestor renewed for 20 weeks on Jack Benny show; effective when Benny returns.... Yacht Club Boys are set for Valley show on June 28.... Elizabeth Lennox troupe down from Westport, Conn., for her CBS show on Wednesdays.... Tom Luckenbill to Asbury Park for J. Walt Thompson to handle the Phil Harris show.... Wallingford always goes out of his way to warm a seat next to Alice Faye.... Colgate and Palmolive shows will go on a week to week basis. Both shows are sponsored by the same client but Young and Rubicam Agency handles Colgate and Benton & Bowles look after Palmolive.

Scrambled Notes

Carlo de Angelo and Blackman Agency declare there is no friction between them, that everything is Jake.... Paul Keast renewed at CBS until December in 1935.... Donald Ophinger, formerly studio manager of WOR, is now assistant to Louis Feld, the program director.... Bertha Brainard and Hal Kemp of NBC both had birthdays on Sat. and the Peter de Rosas party'd them at New Rochelle.... NBC went on the nut for \$150 for six ducats to the Carnera-Bae racers.... Tiny Ruffner bounced a loud-mouthed youngster at the Maxwell show on Thursday.... The Phil Harris show will drop "Melody Cruise" title and switch to "Summer Party" on June 22; show will be broadcast from Asbury Park during summer where Harris is playing at the West End Casino; new set-up calls for local announcer and Marley Sherrill to break in from New York with the commercial spiel.... Joseph Bier replaced Don Ophinger as studio manager of WOR.... Bier is one of radio's old timers and has been filling the early morning spots with his baritone.... Tom Rockwell of Rockwell-O'Keefe returned from Europe.... Harry Leddy, manager of Bowles Sisters carried from train at Chicago suffering with appendicitis. Ice packs were applied and he spent the week in hospital getting out without an operation.... NBC and Maxwell Coffee invited the audience and cast to remain in studio 8H and listen to the Carnera-Bae fight over the public address system.... Phillip Morris show will rebroadcast for the coast on July 3.... Ralph Wonders, CBS artist bureau chief, to Hollywood for three weeks on business.... Georgette Cohen, daughter of George M., auditioned show at NBC titled "I'm a Yankee Doodle's Daughter".... Bill Thomas, night press agent at NBC, returned from his honeymoon yesterday—the frau is a home town gal. While away Ben Pratt handled the desk.

MJB SPENDING COIN; HIRES RUTH ETTING

San Francisco, June 18. That MJB Coffee is stepping out as a money spender is indicated by the signing in Los Angeles this week of Ruth Etting to take top spot on the Monday night MJB half hour, with Gus Arnheim's band.

Same outfit auditioned Arthur Tracy, "tree Singer" from up here before signing Miss Etting. Account is held locally by Lord & Thomas agency.

JAN SAVITT JOBLESS

WCAU Band Loses Summer Fill-In Job Recently Obtained

Philadelphia, June 18. Jan Savitt's WCAU house band, recently organized, will vacate for the summer June 29.

Unit, which studio is anxious to hold together until fall, was offered at scale price to Penn AC, swanky private club. Leon Levy threw in free network remote wire and guarantee of full chain revue spot one night a week if Penn AC would sign band for the summer. However, another orchestra was tendered the spot on Wednesday.

Recently Celia reported that all pay checks of other orchestras would be held by the union, pending investigation. Situation here is that Celia must justify his victory over WCAU when he forced the studio to meet union scale and necessitated hiring of new band.

'Doodle Socker' Title on WCKY Despite 'Mustn't' Hint from NBC, WLW

Cincinnati, June 18.

Claiming "Doodle Socker" as a name of his own origin, Sidney Ten Eyck is again using it on a new sustaining program for WCKY. Ten Eyck bowed in radio at that station as an announcer and later joined WLW in the same capacity, but branched out as a semi-comic. It was with the Crosley etherizer that he first made use of the Doodle Socker title and later carried it to NBC in N. Y. for a short period.

Recently Ten Eyck returned to WCKY and was spotted as m.c. on the Dixie Days weekly sustainer originating at WCKY and linking an NBC wave. Word reached WCKY from NBC that Ten Eyck was not to use the name "Doodle Socker" on a chain program, there being some question about its ownership. WLW, also an NBC affiliate, is reported to be unopposed to use of the name.

The new Doodle Socker program at WCKY is a local broadcast on Monday nights from 9 to 9:30. Working in it with Ten Eyck are Dixie Dale, blues singer; Yodeling Twins, hillbilly; Richard Chann, baritone; the Collegiates, male trio; Dick Anthony, eccentric guitarist; Murdoch Williams, piano, and Lola Bruce Smith and Lowell Baxter, double piano.

PHONE LINE FEES IRK AIR

Hollywoodesque Radio Publicity

Demand upon the network press departments by out of town newspapers for exclusively written stories has been on the heavy upbuild in recent weeks. Two notable examples in this category are the Detroit Free Press and the Philadelphia Sunday Record, with each developing a screen-radio supplement which they have hopes of eventually syndicating.

In requisitioning the special sheets the outside New York sheets specify that it deal with mike personalities of current, top standing and that material about them be new, colorful and, if possible, romantic. Hint here is that in fashioning the personality twists and backgrounds a leaf or two be borrowed from the film industry's way of doing things.

Increased demand for this line of fair pabulum has served to take up the summer slack around the web publicity offices that comes with vanishing commercials. Enough of these assignments pour in steadily enough to keep the typewriters in exercise.

Publishers Liberalize Radio News Policy; Allow 6:30 P.M. Release; Aimed to Meet Indie Competish

Without any solicitation from the broadcasters, the Publishers' National Radio Committee last week advanced by almost five hours the release time for the Press-Radio Bureau's evening quota of news dispatches. Instead of waiting until 11:15 the outlets which takes the bureau's service may now air the day's rehash of news at 6:30 p.m. local station time. Hour of broadcasting the previous night's news resume in the morning stands as originally designated by the PRNC, namely 9:30 a.m. local station time.

Publishers' move came as a surprise to the bureau's clients. No pressure for a change in release time had developed from the latter quarter at any time since the networks entered into their newcasting past with the press. If there has been any pressure it has derived inadvertently from the broadcasters who have elected to get their news from sources other than the Press-Radio Bureau. These broadcasters have not had to confine their newcasting to any specified hours.

This lack of restriction gave the insurgent element of broadcaster an advantage over competitive outlets in the same area which were allied with the bureau. By the time the latter released the PRB's stuff it was anywhere from four to eight hours old as far as the local listener was concerned. By moving the evening release time up to 6:30 the publishers figure that they will not only put the bureau's client on an approximately even keel with his non-PRB competitor but by virtue of this evening cut out effectively into the business operations of indie news associations catering exclusively to radio stations.

Publishers have recently made two other significant concessions to the Press-Radio Bureau's clients. Bureau is no longer limiting its individual bulletins to 30 words, nor are the broadcasters compelled to restrict their newcasting session to five minutes. It is predicted in the trade that the time isn't far off when the dispensation will be extended to a full 15 minutes.

Ack Program Listing

Another move by the publishers' committee last week that excited comment among the broadcasters was the request sent out by the bureau to radio editors asking them to list uniformly the two daily newscasting sessions of the local stations. This listing, as requested, is to read "Press-Radio News." Through these listing the publishers' committee expects to find out what stations are co-operating with it and which are getting their news from indie sources.

Committee has on several occasions recently expressed itself as dissatisfied with the way NBC, it alleges, has openly violated the agreement. Particularly singled out by the committee has been the nightly airings of the Richfield (Oil) Reporter on the west coast under the NBC banner. Network's explanation for this one is that the

BURNS & ALLEN'S \$2,750

Get \$500 Boost When Resuming on Sept. 17.

Burns and Allen resume on CBS for General Clear Sept. 19. New series will be tagged "The Adventures of Gracie" and will include Bobby Dolan's band and the Songsmiths quartet. Commercial retains the old Wednesday night half hour. Team's contract extension is for 39 weeks with the latest term bringing them a \$500 boost over the previous \$2,250 per program.

SPEEDING UP CROSSLEY REPORTS

Returns on the weekly check-up of relative program popularity as conducted by the Crossley Reports have been speeded up. Ad agency and sponsor clients of the service will now be able to get their copies of the weekly reports within five days of the period's closing. Previously they had to wait from two to three weeks.

Under the expedited method of compiling these weekly surveys correspondents are due to make their reports as quickly as possible and airmail them special delivery into New York. Final and national compilations are done here by a staff coming under the supervision of the Association of National Advertisers and the American Association Advertising Agencies.

Committee composed of reps from these two organizations, which directs the operation of the Crossley Reports, has decided to make no changes in the latter's methods.

Most of the subscribers seem perfectly satisfied with the system now in use, and as long as the majority is inclined that way the committee feels that the less tampering with a system that has been assailed by its critics as antiquated the less trouble will there be in store for it.

Richfield-newscasters is functioning under an old contract. Committee has also demanded to know whether NBC is renewing the Jergens-Walter Winchell contract for the fall, since the publisher's coterie has tabbed Winchell as a spot newscaster. NBC answer to this query has been that Winchell's connection with Jergens for the coming season will not be okayed unless the columnist agrees to change his air tactics.

STATIONS SEEK A.T.&T. RELIEF

Pinch of Tolls Particularly Tough on Smaller Broadcasters—New Communications Commission Will Tackle Question of Lighting Coat Burden

NBC SILENT

Among the major problems that will face seven-man communications commission, when appointed as provided for in the enacted Dill-Rayburn Bill, is that of finding ways and means of adjusting the line charge burden of commercial broadcasting. Indie station operators have been particularly strident in voicing their demands in this direction and they look to Senator C. C. Dill, co-author of the communications act, to press for action against the American Telephone and Telegraph Co., when the commission gets going.

As the hookup situation now stands it is with negligible exceptions a monopoly for the A.T.&T. Broadcasting has contributed from \$5,000,000 to \$12,000,000 a year. Indie broadcasters, though responsible for a minor share of these accumulations, declare it is they who feel the pinch most. Fees charged them by the telephone company for lines to the transmitter and remote pickups, they say, are arbitrarily determined, bring a high percentage of profit to the service owners and cut deeply into the station's revenue.

Of the networks the one that has to some extent been articulate about the matter has been Columbia. That web has expressed itself as perfectly satisfied with the service it receives from the A.T.&T. and opined that the monopoly the latter entertainers would be an ideal one if its scale of prices were properly regulated. NBC, because of inter-corporated affiliation, has been silent on the issue.

Broadcasters in various parts of the country have been trying to evade doing business with the A.T.&T. by making use of Western Union or Postal wires. In such instances the indie station operators have had to install their own repeater systems. Use of these repeater setups has been with the silent indulgence of the telephone combine, which through one of its subsidiaries, owns the repeater patents. As long as the resort to the telegraph companies' lines is confined to isolated cases the A.T.&T. is not expected to shut down on outside utilization of the repeater device. But should too many stations or regional networks, say the broadcasters, take to the W. U. and Postal lines, the pressure from the T.T.&T. would be immediate and conclusive.

Chesterfield cigarettes (Liggett & Myers) retire its present three half-hour shows on CBS the week of July 9. This series with Ross Fonsie, Greta Stueckgold and Nino Martini will have completed a run of 13 weeks.

Account's present plans call for a return to the web in October but with a different type of program.

CHESTERFIELD DROPS CONCERT SINGERS

Chesterfield cigarettes (Liggett & Myers) retire its present three half-hour shows on CBS the week of July 9. This series with Ross Fonsie, Greta Stueckgold and Nino Martini will have completed a run of 13 weeks.

Account's present plans call for a return to the web in October but with a different type of program.

CONWAY TEARLE SHELLS

Hollywood, June 18. Conway Tearle will be the guest artist on the Shell Show tonight (Monday) over the NBC western network.

It'll appear in a tabloid 'amille with Mary Nash.

Canadian Musicians Back Montreal Local's Fight for Recognition; Nation-Wide Strike Hits C.R.C.

Will Tells 'Em

During his broadcast for Gulf Oil on NBC last Sunday night (17) Will Rogers took time out to comment on what he thought of the listener's penchant for remembering the product identified with program. Rogers said he agreed with the results of a survey along that line that VARIETY recently conducted. Deduction made by the monologist from this inquiry was that the average listener could only tag a half of 1% of the programs he listened to when it came to naming the sponsors.

Following these remarks Rogers proceeded to conduct a course in sponsor identification, reciting off the names of radio's outstanding attractions and the commercials signing each one's check. Rogers also took the occasion to make note of what he thought of VARIETY's standing in the amusement field. VARIETY, he said, is read all over the world by show people and that it knows a lot more about radio and show business than those columnists think they do.

VARIETY's canvass to which Rogers refers, was conducted in 15 representative cities to try to ascertain the percentage of radio listeners who know the sponsors of the programs to which they listen. The questionnaire listed 25 programs and left a blank space which was to be filled in with the sponsor's name.

CBS ENGINEERS IN COMPANY UNION

Jeff R. Runyan, CBS treasurer, has organized the web's engineers into a company union, Association of Columbia Broadcasting Technicians in the tag given the group. Harry Spears of WABC was named president; John Palmquist, WCCO, Minneapolis, v.p., and Harry Ferry, WJSV, Washington, D. sect.-treas.

Organization's national committee consists of Spears, Ferry and G. Godfrey, WPG, Atlantic City. NBC has a similar company outfit, the National Broadcasting Association of Technical Employees.

G.M. 100% Silent

Auto division of General Motors Corp. will be totally without representation on the networks after July 1. Chevrolet program with Victor Young winds up on this date a 13-week run over NBC.

Last July and August G. M. supported a Buick session on NBC and had in Porphyr & Columbia delegate.

Seagram Auditions

Chicago, June 18. Local NBC auditioning for Seagram's whiskey company. It's a series of sea stories, which is figured a cinch angle for tie-in with that bottle of rum!

Carroll Dean Murphy agency on the account.

Musicians' Union throughout Canada pulled a q.t. coast-to-coast strike Saturday (16) and withdrew their services from all Canadian Radio Commission stations and those which were fed commission programs. Those which were not cancelled in entirety were considerably deleted.

So secretive were the union's preparations that operating staffs of the C.R.C. stations knew nothing of the impending strike until the midnight walkout. This, involving over 5,000 musicians, followed the general order of Walter Murdoch, president of the Toronto Musicians' Protective Association and chairman of the Musicians' Protective Association in Canada. In Toronto some 1,500 musicians are affected, this including members of militia bands. Murdoch stated today that "the withdrawal of services" was the result of dispute in Montreal between the musicians' local there and the C.R.C. stations in that city. The Montreal local went on strike when stations refused to meet demands for a 30% increase in wages, and when the commission refused recognition of the union, which is affiliated with the American Federation of Musicians. Sequel is the Dominion-wide rally to the support of the Montreal local resulting in the national boycott of the commission.

It was also pointed out by Murdoch that the C.R.C. stations in Montreal refused to pay the fees set by the musicians' association and refused to pay anything for remote control broadcasting. Murdoch also advised here by C.R.C. spokesmen that they proposed to operate open shop and to employ non-union or union musicians as they pleased.

Unanimous decision of musicians' locals throughout Canada to support Montreal followed.

Sympathetic

Toronto walkout affecting 1,500 musicians is not the result of any dispute between the C.R.C. stations here and the musicians over fees. In Toronto the commission has always paid the fees set by the Musicians' Radio Committee. The demand in Toronto, however, does include recognition of the international union as well as the endorsement of the claims of the Montreal local. Until the dispute is settled members of the union throughout Canada will refuse to play anywhere if the music is to be broadcast over C.R.C. networks or over a local C.R.C. outlet. This, of course, affects orchestras and soloists in hotel and night spots, as well as symphony and band concerts.

Howard Dietz Serial Auditioned for Air

Original musical comedy serial by Howard Dietz, Metro publicity head, and Arthur Schwartz, song writer, is slated for auditioning by the Blackman agency next Monday (25).

Authors are figuring on an hour's weekly frame and a run of 40 weeks.

New Oregon Chain

Portland, June 18.

Formation of a new broadcasting chain to comprise six of the smaller stations in Oregon and Washington is under way.

Tentatively called the Cascade Corp. its setup is expected to be announced shortly.

CARNERA-BAER Fight
With Graham MacNamee
55 Mins.
COMMERCIAL
NBC Network

It's nice to catch a heavyweight championship fight by radio. And easy and inexpensive, too. Only expenditure of energy required is in the twisting of a dial. While the cost of a few squirts of electric current isn't so great. For these reasons, perhaps it might appear quite thoughtful for those who do their fight fanatics a favor to contribute to squawks considering those less fortunate who have to battle their way over to Long Island City in the subway and then pay \$25 or more to get in.

Yet those thoughtless, lazy, miserly stayers-at-home beef, regardless, getting something for practically nothing, like they squawk. And what do they squawk about? Always the same thing. Always squawk about Graham MacNamee's announcing. And why do they squawk about Graham MacNamee's announcing? Have they got a personal grudge against Graham? Or is it just that they don't like his announcing?

In the first round of the Baer-Carnera fight Graham announced very excitedly that, "Oh, Carnera landed three left jabs in Carnera's face!" Well, the newspapers had predicted that in the Baer-Carnera fight anything could happen, so Carnera was hitting him in the face having no other face to jab at the moment, sounded fairly plausible.

Later on Graham screamed, "Baer landed a terrific left hook to Baer's mid-section!" Now that sounded possible also, although it did cause some doubt. In fact, it caused enough doubt to prevent many people to look at the newspapers and run downtown to see the fight pictures next morning just to see if Baer really did left-hook himself into his very own mid-section. Of course, it wasn't mentioned in the newspapers not shown in the fight pictures. So there squawked about Graham's announcing.

"That's the height of ingratitude. Here is a fight announcer with a vivid imagination who goes beyond merely telling what happened, to tell what didn't happen, to make it more exciting for the non-cash customers. It requires a lot of announcing. A lot of announcing. Imagine Miss Baer and Primo Carnera standing alone in opposite corners trying to knock themselves out with left hooks to the mid-section and left jabs to the kisser, respectively. That would be exciting. Graham gives them a rare opportunity to imagine it, and still they squawk."

What they squawk about mostly is that Graham's errors are of omission, not commission. He misses half the fight, they complain. During the 10th and 11th rounds at Long Island City Thursday night they had to guess what was going on. They were told that the fight was over. He was excited but reticent. Yet even that shouldn't be so important, considering the word picture Graham gave 'em earlier in the fight of Baer and Carnera giving themselves a hollering.

Goodrich tire company paid \$25,000 for the privilege of having its name and logo on the fight broadcast, which went out over both NBC New York stations (WEAF-WJZ) and practically the entire network all over the land. Goodrich paid \$25,000 and the other listeners paid nothing, yet all the squawking emanates from the latter. But it's covered up the deaf insertion of commercial mention are concerned; Goodrich probably got its money's worth. As did the listeners, who paid nothing and then squawked.

But they always squawk after a Graham MacNamee sports broadcast, including MacNamee's performance the day after the famous boat race, when he announced Navy as winner; only to be officially straightened out that Navy came in third.

Just don't pay any attention to those free listeners, the ingrates! *B.I.*

THE TATTERL
And His Four Little Gossips
With George Bowles, Paul Henning
and Those McCarty Girls, Frankie,
Jewel and Dot.
15 Mts.
Sustaining
KMBW, Kansas City

A novelty on a local program is this quarter hour of interesting information and advance news about well known names both local and national, which has not reached the papers; and some of it never will.

The Tattler uses full ten minutes of the time, divided into two parts and tells his stuff in a rapid flow of words, with hardly a pause between subjects. He has the audience in the picture studios but puts the talk up with many references to those purely local not hesitating to say diggs at the police and city officials or to make pleas for auto drivers to watch out for the safety of the children. The authenticity of his patter is convincing.

Gossips is interspersed with clever vocalizing by a soft-voiced tenor and a harmonizing girls trio, who also fit in the opening and closing numbers.

CASTORIA'S MUSICAL FESTIVAL
With Albert Spalding, Conrad
Thibault; Don Voorhees, con-
ducting
Violin, Songs, Orchestra
30 Mins.
COMMERCIAL
WABC, New York

Fletcher's "Castoria" has moved this weekly affair up to a later Wednesday evening hour, but left the cast still intact. On the mind this time frame originally set out to project any revisions in the latter regard, would have done anything but good. In the production that has been woven around Albert Spalding, Conrad Thibault and the Don Voorhees symphonic ensemble in its type, while the merchandising interpolations continue to stack up as slick contributions. Task that the product had laid out for the program was fake the advertising in the barn and bring it into the drawing room, and that job done, the direction "has been highly creditable."

With the mothers of babes and youngsters in their minor teens the focus of appeal, the program fashion a musical fare that blends the honey and the sentiment with a touch of popular music and the classics. For his solos Spalding confines himself to the latter phase of the program's repertoire, while to Thibault falls the assignment of giving vocal interpretation to the American standards, with Ethelbert Nevin's "Little Boy Blue" making an apt case in point. Frequently appearing as a background to Thibault's baritone is a neatly balanced male quartet.

Plus mixes straight announcements with occasional bits of novelty. Some of the dialog conceits here make nifty models of their kind. *Odeon*.

LUCIENNE BOYER and HENRY HALL ORCHESTRA
International Broadcast
15 Mins.
Sustaining
WABC, New York

There is considerable interest in Lucienne Boyer at the moment since she's coming to America in the Fall. For several years rated France's most colorful warbler, she recently won world attention by a phonograph record of "Parlez Moi d'Amour." She's currently appearing at the Monsieur Restaurant in London.

Harold Franklin and Arch Selwyn, who are bringing Miss Boyer here, are reported not knowing what to do with her when they get her here. This broadcast should have provided with an answer. She has an attractive radio voice that is outside the regular pale and ought to command real patronage. It's a throaty sort of voice, with a sob quality that is not duplicated by any of the American warblers, nearest to which are Fannie Brice at her throaty squawk.

Newboys' crew of "Extra, Extra, Help" in the background emphasize the fact that "Headline Highlights" would be a "natural" for a tie-up with a Schenectady or an Albany daily.

AVIONETTES
Ensemble
15 Mins.
Sustaining
WGAL, Lancaster

Virginia Davis, out in vaude a few years back with RKO doing an accordion single, is the pressure back of the Avionettes, new 15-minute sustaining feature of WGAL, Lancaster.

Group, composed of three girls, playing accordion, piano and xylophone, are doing very nice piece work, and the unusual selection of instruments adds a tone of color to their musical interpretations which smacks of the unique.

They offer everything from opera to the latest populars in a fast, light, rippling manner. This unusual local program was born of someone else's adversity. The someone was playing host to a lot of radio people and the music failed to show up. The three ladies, Mrs. Open Peeler and Mrs. Elizabeth Evans rallied around and saved the day. Their impromptu program went over so well, they decided to try it out on the air. It stayed.

Bartie Miller announces the program.

CAL TINNEY'S SHINDY
With Tex Fletcher, Roger Bower,
Comedy, Songs
15 Mins.
Sustaining
WOR, Newark

Tinney and Will Rogers still have one thing in common. They both originated in Oklahoma. Tinney continues to work hard at making himself a burlesque of the living wit, but as far as Tinney's efforts on the air have shown anything but promise. That is, even promise of making himself a passable carbon copy. Tinney had his big chance the past season on an extensive CBS hookup backed by Underwood. He lasted several weeks.

Tinney's been doing his routine of comment on the day's news, with Roger Bower helping out now and then on the feeding. Between Tinney's tales at wit, Tex Fletcher hits his prairie larynx in ditties of "Just a Lonely Cowboy" and "Around the Mountain" genre.

Tinney's main topic of joshing here is "Matrimonial Club on the Air." One of the all-time cow country it might have tickled them. In the metropolitan area the most it will likely do is raise a yawn. *Odeon*.

WALTER HUSTON
With Robert Middlemass, Ruth
Easton, Reginald Garrington
"The Valiant"
COMMERCIAL
WEAF, New York

This is a repeat on the Fleischmann program for Walter Huston. For his second guesting Huston chose "The Valiant," which he found to be a little different than that he had derived from frequent usage on stage screen and air. Remarkable how long the playlet had selected and that Huston should select it at this late date. Still it served well enough to give Huston and the others a chance for some stock company theatres.

Huston's voice, of course, is splendid. Others assist competently. Chances are the sketch pleased the general public. *Land*.

HEADLINE HIGHLIGHTS
With Irma Lehmkne, Gene O'

15 Mins.
Sustaining
WGK, Schenectady

Streamer-line news stories of the week are dramatized in "March of Time" style, on this program, which snaps over WGK's wavelength at seven p.m. on Thursday. Feature has been on the station's log for about six weeks, filling a spot formerly occupied by a commercial.

"Headline Highlights" is skillfully timed to catch the evening attention enthusiasts of the "March of Time" shot, which ceased firing over CBS, and WGK's Albany rival, WOKO, with the advent of warm weather. Basic idea of local feature is the same as that of the net-worker; the narrator talks in the staccato fashion familiar to March of Time, and the type of numbers used in the musical continuity is similar. "Highlights" differs from the better-known program in that local (Capital District) news events are included. Naturally, too, it is less pretentious.

Despite the fact this feature follows rather than blazes radio trails, it is an interesting one, and produces well all acted, Irma Lehmkne, who has enjoyed some stage experience, directs acts in the program.

Her co-worker is Gene O'Hare also the possessor of footloose training. The pair, who until recently did "Mr. & Mrs." sketch on a commercial, turn in a fine job here. Other members of WGK's staff collaborate in making this a taut, fast-moving broadcast.

Newboys' crew of "Extra, Extra, Help" in the background emphasize the fact that "Headline Highlights" would be a "natural" for a tie-up with a Schenectady or an Albany daily. *Jaco*.

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Ensemble
15 Mins.
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WGAL, Lancaster

Virginia Davis, out in vaude a few years back with RKO doing an accordion single, is the pressure back of the Avionettes, new 15-minute sustaining feature of WGAL, Lancaster.

Group, composed of three girls, playing accordion, piano and xylophone, are doing very nice piece work, and the unusual selection of instruments adds a tone of color to their musical interpretations which smacks of the unique.

They offer everything from opera to the latest populars in a fast, light, rippling manner. This unusual local program was born of someone else's adversity. The someone was playing host to a lot of radio people and the music failed to show up. The three ladies, Mrs. Open Peeler and Mrs. Elizabeth Evans rallied around and saved the day. Their impromptu program went over so well, they decided to try it out on the air. It stayed.

Bartie Miller announces the program.

SAVE A LIFE CLUB
Bob and Dolly, Cecil Teague
15 Mins.
Sustaining
KOMN, Portland

KOMN Save a Life Club is rapidly becoming one of the leading juvenile broadcasts on the Pacific Coast. Headed by Bob and Dolly, favorite in the Northwest, the membership of young listeners has reached 5,000. Station has made a tie-up with the Portland Police department and the Parent-Teachers Association.

Local and negotiations have been included in the club, and each member receives an attractive membership certificate and bronze button.

The Save a Life Club stages a theatre party regularly at which only club members are allowed to attend. Safety rules are stressed by the officers in the club.

YOUR MOTHER AND MINE
Joseph Sampliro Orchestra
30 Mins.
Sustaining
KOMN, Portland

Title "Your-Mother-and-Mine" was selected for a series of programs to be presented by the KOMN, to begin June 3. Choral work unusually good with instrumental backing okay. Orchestral spots appropriate. Very brief address by Father A. M. Myrer, rector of the Sanctuary of Our Sorrowful Mother.

Richardson, director of the

NON-SPI DRAMAS
With Edmund Lowe, Helen Mack,
Jimmy Fiddler
30 Mins.
COMMERCIAL
WJZ, New York

Coincident with the present attention focused on the United States Navy, the Non-Spi program on Wednesday (the odd day of playlet) was entitled "Our Mighty Navy Born." It fitted the medium of radio very nicely and had the additional showmanly advantage of being topical. Beyond that, the production both as to scenario and tempo in direction was first rate.

Edmund Lowe and Helen Mack are legit-trained, so they know their emotional tricks.

A lot of the spirit of the service was captured and both sides of the personal equation nicely set. As a theme it was unusual for radio and most Americans would stay tuned in out of curiosity. Which is by way of stating the thing has succeeded.

Non-Spi is quite discreet and delicate in the wording of the commercial plugs for the deodorant. While the nature of the product isn't precisely table talk, the advertiser uses some common sense and avoids the glaring bad taste so often heard on patent medicine programs.

Jimmy Fiddler, Hollywood character writer, carries out the film colony idea. That the stars use Non-Spi is the thought the sponsor wants to engrave upon the consciousness of the ladies. There is a booklet that's free for the asking where the request is written upon a cartoon top. *Land*.

CRAZY WATER CRYSTALLIZERS
With Jack Long Orchestra, Stiles Family, Marshal Poole, Hal Colpins

Instrumental and Vocal
15 Mins.
COMMERCIAL
WGK, Schenectady

Crazy Water Company has added another to its long list of sponsored programs with this five-afternoon-weekly shot. It is "bulleted" over NBS's network from the lobby of corporation's hotel in Mineral Wells, Texas, as a triple plug for the new town Crazy Water and Crazy Water Crystals.

Program has some of the small-town atmospheric appeal which is characteristic of Crazy Water broadcasts, but it also aims to magnetize the attention of big-town listeners through the medium of pop vocals and current dance tunes. Nothing strained about either voice and both things is a relaxing, pleasant and breezy mix of occasional old-time number with the modern stuff, producing a rather smooth blend.

Stiles Family of four have an interest at both types of music (including hill-billy). The boys team in harmonic duets, warbled in youthful voices and joined in the parents for instrumental bits. A female singer of pops and an ensemble also sing. The various groups handle their assignments rather capably.

Numbers are short, the sponsor aiming to cover a lot of territory, musically and otherwise, in a 15-minute period. Marshal Poole, who speaks with a Southern drawl and a folksy manner, announces the program, interviews patients brought before the mike to give testimonials, and handles the advertising. Sid H. Morris, president of the company, delivers a brief sales pitch. *Jaco*.

Program goes on every Wednesday morning at 10:30 and should eventually graduate beyond weekly stage.

Cohen.

HENRI GORDON'S ORCHESTRA
Dance Music
Sustaining
WGK, Schenectady

Unit, playing on the Paradise

Ship at Troy, pours into the mike

a sweet brand of music. It has been dishes up this standard menu on several 30-minute, late-evening programs and on one 15-minute, super-hour broadcast, for several weeks.

Gordon's music is easy on the ear, and it probably is itching to the feet of picnickers aboard the floating night boat. The strings, especially a violin, sound sweet, and the piano sparkles; in fact all the instruments sound good. The combination may not boast quite as large and as versatile a personnel as one or two others which recently have broadcast from the Paradise Ship, but it turns out a good brand of music nonetheless.

Dorothy Fox, a rather pleasing-voiced soprano, and a tenor, presumably drawn from the orchestra's ranks, handle the vocals. *Jaco*.

DID YOU KNOW THAT....

Lucille Bee
Talk
Sustaining
WOR, Newark

Aware of the fact that the warm weather is no time to belabor the listeners with things of a heavy or erudite nature, WOR has slipped into the schedule twice weekly.

Danny Dee, an obvious nome de plume, to help give it that light touch. And he does it with plenty light. His routine floats around in so many directions that it's no easy matter to bring the act under classification.

The little known fact retailing the contents of a miscellany of mostly useless and uninteresting info. Does also include a series of jokes concerning conspiracy and for the piece de resistance of his turn he resorts to the old dodge of disillusioning the customers of the tricks of the studio. With the aid of a technician Dee runs through the entire program and sound effects and tips off the listeners on what the contraptions used really are and how they're worked. It's got so that the fans no longer have to come in the studio to have the nice

SEELY and FIELDS
Song-Stories
COMMERCIAL
WEAF, New York

In October, 1931, Variety predicted big radio things for Blossom Seely and Benny Fields. Variety's battement average as a prophet was not exactly accurate, but subsequent developments Team has had spotty and intermittent success on the air, but has not attracted regular sponsorship on a network basis.

But what was written three ago about these vaudevillians and musical comedy graduates, and what still exists, deserves the kind of attention the sponsors haven't given them. They still have something which is pretty unique and individualistic. And if radio doesn't need new ideas and new types of programs than the radio public is immediately from the lack of monotonous.

Blossom Seely and Benny Fields have a combination singing-crooning-talking style. They enact little dramas in music, weave strains of different songs into a continuity, create suspense, achieve climaxes, all in lyrics punctuated and modulated by crooning, humming, singing, etc. It's something. And that it is something was strongly confirmed anew on the pair's latest (?) guest appearance with the Rudy Vaill hour.

Land.

DOT and JERRY"
Stephanie Diamond and Tom Wilmet
15 Mins.
COMMERCIAL
WCAB, Pittsburgh

Two-peoples sketch, sponsored by Barber Baking Co., that has definite possibilities. Human, down-to-earth and altogether natural, it's an everyday sketch that features a man who's a clerk in a brokerage office and a gal with stage ambitions who sills sodas at a drug-store counter.

There's no effort to inject comedy for comedy's sake but laughs are little laughs that flow naturally from the conversation exchanges between the principals. Dot and Jerry introduced characters in offhand way, ending on a note of suspense and indicating nature of weekly serialization.

Principals, Stephanie Diamond and Tom Wilmet, of station's regular dramatic stable, start with the script like a glove, perfectly matching the couple of New York kids transplanted from the sticks.—Gal is a pretty, likable youngster with a ready tongue and flip repartee, and boy shy, retiring and ambitious. Nothing strained about either voice and both things is a relaxing, pleasant and breezy mix of old and new. In addition, Wilmet is the author of the script and it represents a thorough, workmanlike job.

Program goes on every Wednesday morning at 10:30 and should eventually graduate beyond weekly stage.

Cohen.

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Sustaining
WGK, Schenectady

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Land.

KIDS LIKE ADULT SHOWS BEST

Space Buyers and Circulation

Circulation, the credo and the mania for advertising agencies, has a habit of seeming a pretty dull boy when put to work in the radio department.

As a matter of fact the smarter advertising agencies already are wise to radio circulation and those big charts, with masses of figures, purporting to prove something. Elsewhere the booking of spot air programs is simply added to the regular duties of the publication space-buyer who, without further ado, proceeds to have his secretary file all the available radio statistics and sworn statements.

But the missing element in radio broadcasting, whether considered from the utility (network) or the advertising media viewpoint, or a combination of both viewpoints, is showmanship.

Fifteen minutes on station XYZ does not necessarily sell goods. Its program occupying that 15 minutes. But more than that, and a lot more, is what precedes the 15 minutes—what the station habitually offers the listening public.

Station showmanship, local popularity, local listening habits as ascertained by investigation but seldom from official charts, is the key to smart time buying by advertising agencies. And already the boys are tending more and more to travel around the country and find out for themselves and to stop talking in terms of imaginary circulation.

Field strength tests, number of sets owned in a given area, the kilowatts, the number of broadcast hours, the financial or industrial conditions of the community all may be important auxiliary facts. But program and entertainment average is what counts.

Seems pretty short-sighted for some advertising agencies to fancy that effective handling of spot broadcasting campaigns is such a simple and perfunctory chore that any publication space buyer can simply add it to his usual duties.

KMBC Names Dr. Wilbur Cramer as Its Own Tugwell on Medical Copy

Kansas City, June 18.

Even though the Tugwell-Copeland measure failed to receive passage during the recent session of Congress, KMBC has anticipated the purposes of the bill by appointing a medico to censor and edit all drug, food and cosmetic advertising copy handled by the station. Filling this assignment is Dr. Wilbur R. Cramer, rated as an authority on public health in the mid-west. It's the first arrangement of its kind in radio.

If a piece of copy isn't satisfactory, Dr. Cramer, instead of cancelling it outright, undertakes to rewrite it so that it conforms to present day scientific standards. In line with his function with KMBC Dr. Cramer maintains an extensive library consisting of the latest and approved textbooks on medicine, food and cosmetics as well as recently issued authoritative brochures on these subjects. File is kept up to date by actual tests conducted by a local laboratory or in co-operation with national medical and scientific authorities.

Dr. Cramer also conducts a daily "Health Chat" for the KMBC listeners.

Old Maestro Beer Suit

New Haven, June 18.

Ben Bernie was almost brought on as a witness in connection with suit of Premier Pabst Corp. of Peoria, Ill., to restrain local Elm City Brewing Co. from using name 'Old Maestro' on its beer.

Plaintiff claimed prior use of title on its products dating from contracting with Bernie to advertise firm's wares in his broadcasts.

The 'Old Maestro' himself was saved the trip by submitting evidence that the title was all his and that the public referred to the products of plaintiff by this title.

OFFICE BOY MAKES GOOD

San Francisco, June 18.

NBC has handed a break to young Murdo MacKenzie, who has been an office boy in the daytime while studying engineering at a night school.

He has landed an appointment to the technical staff of the NBC studios on the RKO lot, Hollywood, where he started this week.

GET OFF THE AIR!

FRC Thumbs Down WOQ, Kansas City

Kansas City, June 18.

After fifteen years on the air WOQ, the radio station of the Unity School of Christianity, this city, ceased broadcasting the 14th, by order of the Federal radio commission.

WOQ has been sharing the 1,300-kilocycle frequently with KFHE, Wichita, Kansas, the latter station having five-fifths of the time. The Wichita station had applied to the radio commission for full time, which had been granted, but litigation and court appeals had stayed the order.

Unity School of Christianity has controlled the station since 1924. It originally was licensed in 1922 and for three years before that it was an experimental station, owned privately.

The Radio Commission ruled Kansas City was over-supplied with broadcasting service.

John Gillin's Travels

Omaha, June 18.

John Gillin, Jr., manager of radio station WOW, tripped to New York Saturday (16) to attend National Association Broadcasters Commercial section meeting with American Federation of Advertisers June 17-18. He went also as a delegate of the Omaha Advertising club. From the meetings at Hotel Pennsylvania Gillin travels to Miami, Fla., to attend national convention of Junior Chamber of Commerce, June 20-23. He attends this in his capacity as President of the Omaha Junior Chamber, office to which he was recently elected after serving year as chairman of board. Following this meeting Gillin returns to New York and then to Chicago on contact bid for radio station, and gets back at his desk early in July.

Trip is annual trade and convention route he takes each summer and is in line of a vacation. Harry Burke of the announcing staff will be at Gillin's desk at his absence.

WIND Boosts Power

Chicago, June 18.

WIND, Ralph Atlass station, in Gary, has been granted an increase in power.

It tops to 2,500 watts for the day-light ride.

O.K. MELODRAMA, HOKE COMEDY

Youngsters 8-13 Years Surveyed in Jersey Area—Lukewarm to Stuff Built for Them

NO CLASS

Judging from a survey conducted by an advertising agency among 2,372 children in Newark and Englewood, New Jersey, the juvenile listeners don't care for the program framed for their especial appeal as much as they do for adult shows. Inquiry also developed the information that the youngsters prefer that their air entertainment be chock full of blood and thunder, and if the program be comedy they would rather it be of the lowdown slapstick variety. Conclusion drawn from the data collected that a kid show, as such, doesn't get the young element consistent listening attention.

Covered by the questionnaire were youngsters living in areas in which all programs emanating from the New York keys of NBC and Columbia are heard. Age range was from eight to 13 years. Results of the inquiry may only reflect the preferences as found in a metropolitan section, yet the principal findings might apply to the country as a whole.

Programs receiving first choice as to popularity from the kids quizzed rank as follows:

*1-Bobby Benson (H-Bar-O).....	294
2-Joe Penny	260
*3-Buck Rogers	240
4-Eno Crime Clues.....	174
5-Just Plain Bill.....	155
6-Myrt 'N' Marge	136
7-Eddie Cantor	129
8-Skippy	122
*9-Little Orphan Annie.....	119
10-Amos 'n' Andy.....	76
11-Jack Armstrong	69
12-20,000 Years in Sing Sing	36
13-Uncle Don (WOR).....	32
14-Maverick Jim (WOR).....	30
15-Witches' Tale (WOR).....	24
16-Death Valley Days.....	23
17-Reed Davis	22
18-Bing Crosby	22
19-Lone Ranger (WOR).....	15
20-Burns and Allen	14
21-Father Coughlin (WOR).....	12
22-Tom Mix (Ralston Purina)	9
23-Jack Pearl	7
24-Baby Rose Marie.....	6
25-Wizard of Oz (Jello).....	4
26-First Nighter	4
27-Maxwell House Showboat	4
28-Harmonica Rascals (WOR)	4
All Other programs.....	324

* Programs designed primarily for children.

Raising Radio Salaries in France

But There Are Squawks—News Commentators \$2.75 to \$6.60 Per Broadcast

Paris, June 6.

Timid attempt on the part of those who are trying to improve broadcasting in this country to give better pay to entertainers, musicians, announcers, etc., has started grand squeal that the taxpayer's money is being too lavishly spent.

Loudest squawk has gone up against salary of \$8,000 a year (all cheap dollars, at that) which is being paid to D. E. Ingelbrecht for directing newly created National Radio orchestra. Ingelbrecht is supposed to give all his time building up a band, training it and putting it on the air. Old timers point out that Musical Director Gaubert of the Paris Opera gets only \$6,000.

Announcers who broadcast radio news in the state-owned stations here are on about the lowest wage scale imaginable. They write their

'Buy Only Radio-Advertised Goods' Promotional Slogan in Nebraska To Slap Back at Newspapers

Two Out

San Francisco, June 18.

It's a tough break for Bert Horton of the cast of NBC's serial, 'One Man's Family,' because Bernice Berwin, wife of Attorney Brooks Berlin and 'ife' of Horton in the show, is expecting a domestic event, and is being written out of the cast by Carlton E. Morse.

Although Horton is only Miss Berwin's 'play' husband, he's being written out of the cast too.

STATION CAN'T CENSOR TALKS — JUDGE

Tampa, Fla., June 18.

Station WFLA is barred from censoring or editing the campaign speeches of Morris Givens, candidate for state attorney, as the result of an injunction issued last week by Judge Alexander Akerman in the U. S. District Court. Injunction orders the station to permit Givens or any one designated by him to talk four nights prior to the primary election, June 26, without subjecting their speeches to blue-pencil.

Station had advised Givens that it would not allow him or his spokesmen over WFLA to make any remarks regarding political opponents.

Signed injunction included a finding to the effect that the censoring would bring irreparable injury to the plaintiff's political campaign and probably his loss of political office.

Buck Rogers' Layoff

R. E. Davis (baking powder) withdraws the 'Buck Rogers' serial from Columbia July 6. Program will resume for the same account in the fall.

Davis assumed the obligations for the adventure series after it had been dropped by Kellogg's cereal. Support from Davis amounted to 26 weeks.

LUD GLUSKIN DEBUT JUNE 25 ON EX-LAX

Lud Gluskin's orchestra replaces the vaudeville policy of the Ex-Lax spot on CBS starting with this Monday's (25) broadcast.

It's the first commercial connection for Gluskin on this side since his return from Europe several months ago. Contract with the laxative carries him up until September.

Gluskin had been slated as one of the three combos that the Standard Oil combine figured to use in a three-hour show over NBC Saturday nights but the web's inability to furnish the requisitioned facilities after weeks of negotiation resulted in the whole project being called off.

Gluskin, an American, spent many years in Europe providing musical synchronization for foreign motion pictures, etc.

Pettet Reported Set

Kansas City, June 18.

It is understood here that Herbert L. Pettet, of this city, secretary of the Federal Radio Commission, is to be appointed by President Roosevelt to the same position with the new communications commission, which the President is expected to name before he leaves on his Hawaiian trip. The position pays \$7,500, an increase of \$1,000 a year over the present position.

Pettet had charge of radio for the Democratic national committee during the last campaign and has held his present position since April, 1933. The new commission will also have control over telephone and telegraph lines.

Al Kellert's Job

Albany, June 18.

Harold E. Smith, gen. mgr. WOKO, Albany, has appointed Al Kellert, account executive, as sales manager. He succeeds George DeWitt Robinson, who is going into business on the West Coast.

Robinson formerly was with WMQ, Chicago.

COMMERCIALS

WEEK OF JUNE 18

Department lists sponsored programs arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where an advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME LEAD

12:30-W-F-WABC

Ed McConnell

*Henry H. Morris

A.C. SPARK PLUG

10-11-W-WEAF

"Cookooos"

"Puff the Magic Dragon"

Eddie Green

Dodie Campbell

"Campbell's

*A & P

8:30-Su-W-WEAF

Harry Morlock

Robert Simon

*Paris & Fear

ARMOUR

10-11-W-WEAF

Phil Baker

H. McNaughton

Mabel Alberta

Irene Gandy

Roy Sheldore

Ore "N. W. Ayer

T. RABBITTY

11-12-Su-W-WEAF

Mary Small

Doris Lachance

Wm. Wrigley

*Peek

BARBASOL

8:30-M-F-WEAF

Edwin C. Hill

*Erwin Wasey

BAUER & BLACK

(Blue Jay)

Cord Products

4:15-10-WEAF

Wade Booth

Dorothy Day

*Needham, L. & B.

BISODOL

8:30-M-F-WEAF

Everett Marshall

Elizabeth Lennox

Ohman & Arden

Victor Arden's Ore

"Blackie"

BORDEN

10-30-Su-W-WEAF

"45 Min. in Hi-Fi"

Milt Miller

11-15-Su-W-WEAF

Jane Ellison

Young & Rubicam

BOSTON METERS

9-10-Su-W-WEAF

(Sal. Hecht)

Fred A. Kell

Portia Hoffa

Jack Smart

Lionel Sander

Bill Sander

Irvin L. Morris

Minerva Flores

Ipana Troubadours

The Four Freshmen

Lennie Hayton

"Benton & Bowles"

CALSONIC CO

4:15-10-WEAF

"Rhyming Rover"

THE CAMPANIA

10-11-W-WEAF

"First Nighter"

June Meredith

"The Captain"

Carrie Brickert

Cliff Soules

E. Sagorquist

Orson Welles

CARNATION MILKS

10-11-W-WEAF

Gens Arnold

Lulu Lady

M. L. Eastman

Kodak

"Young & Rubicam

CHERRY

"Cord Products"

8-8-W-WEAF

Maxine Lash

String Quartet

"Gumbinner"

OTTAWA SERVICE

5-6-W-WEAF

Oiga Albaal

Revelers

"Lord & Thomas"

CLINICALINE

10-11-W-WEAF

Harold Stiles

Jackie Heller

Gale Page

King's Jesters

W. S. Hill

CUTEK

(Odorone)

8-8-W-WEAF

Paul Harris

"Lipstick, Thomp."

J. W. Thompson

COLgate-Palmolive

(Colgate-Deniroffes)

9:30-10-WEAF

"The House Party"

Joe Cook

Donald Novis

Frances Langford

Brad Brown

"Young & Rubicam

10-11-W-WEAF

(Super Suds)

"The Last Em."

Louise Walker

Isabelle Carlisle

Helen King

"Bonito-B"

COMMERCIALS

WEEK OF JUNE 18

both networks,

Husings and the Irving

Aaronsons (Commanders leader) are divorcing. Both husbands have made property settlements privately, prior to the divorce proceedings.

Mrs. Ted ("Bubs") Husing is suing her CBS radio announcer-husband somewhere in the west. Husing doesn't know where or when, excepting that after 10 years she decided to assume custody of their nine-year-old daughter and go to Reno, Mexico, or possibly Los Angeles for her divorce.

Mrs. Christine Marston Aaronson started divorce proceedings in Cleveland against the band maestro who is currently filling an engagement at the Casino, Catalina Island, Cal. Miss Marston after returning from Paris can't find engagements with her husband that a matrimonial split was inevitable in view of existing conditions. Julius Kandler is attorney for Aaronson.

CONTINENTAL OIL CO.

10-30-W-WEAF

Harry Schumann

Jack Deppa

John Kennedy

"Tracy-L."

CRAYZ CRYSTALS

2:30-M-F-WEAF

Bob & Nelle Skiles

Doris & Eddie

Jack Amling, Ore

2:30-M-W-WEAF

Norman Ross

Commandores

2:30-W-F-WEAF

Little Jack Little

"B. B. D. & O."

CORN PRODUCTS

11-15-M-W-WEAF

WABC

(KX)

Pedro de Cordoba

Will Osborne

"Hollis"

E. Davis

(Baking Powder)

9 A. M.-W-F-WEAF

Mystery Chef

"Jewel Box"

"Krafty Kitchens"

"Krafty Kitchens"

"Krafty Kitchens"

HOOPER

5:30-Su-WEAF

Edward Daviles

Chicago a Capella

"Erwin Wasey"

HOUSEHOLD

9-Tu-W-WEAF

Mysteries

"Kitchen's Ore"

C. D. Frey

INDIVIDUAL

CUP CO.

(Dixie Cups)

9-10-Su-WEAF

Bob Shaward

Barbara Barker

Frank Novak's Ore

TONY WONG

FUNK & WAGNALL'S

(Literary Digest)

9:15-Su-WEAF

Gran McNamee

"MacNamee"

STETSON

5:30-M-WEAF

H. E. Flinstone, Jr.

Gladys Swarthout

Great Ensemble

Wm. Dorch

"Swenny-James"

FITCH

7:45-Su-WEAF

Irene Bessey

W. R. Ramsey

"The Captain"

"M. L. Eastman"

"The Captain"

GENERAL FOODS

(B. B. D. & O.)

GENERAL FOODS

(Walton's Powder)

9:30-Sa-WEAF

"Young & Rubicam"

"Badger & B."

GEN B.

GEN. FOODS

(Walton's Powder)

9:30-Sa-WEAF

"Young & Rubicam"

"Badger & B."

GENERAL FOODS

(Walton's Powder)

9:30-Sa-WEAF

"Young & Rubicam"

"Badger & B."

GENERAL FOODS

(Walton's Powder)

9:30-Sa-WEAF

"Young & Rubicam"

"Badger & B."

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"Young & Rubicam"

"Badger & B."

GENERAL FOODS

(Walton's Powder)

9:30-Sa-WEAF

"Young & Rubicam"

"Badger & B."

REVAMPING PHILADELPHIA

Amateurs, Cluttering Up Coast Sets, Plenty Oke with Fed. Commish

Los Angeles, June 18.

What is regarded by the owners of all-wave radio receiving sets on the Coast as trivial and nonsensical chatter is looked upon by Federal Radio execs as fine business on the part of the 4,500 or more amateur radio operators, licensed to work the air channels in the Eleventh district, comprising Southern California, all of Arizona, and a small portion of Nevada.

Out of approximately 45,000 amateurs in the United States a good 10% are located in the Eleventh district. With few exceptions they stick religiously to their allotted wave band, and, according to James M. Chapple, radio inspector in charge here, little trouble is caused by this small army of telephone transmitters and key pounders.

Out of the national crop of amateurs the Army and Navy departments have organized potential armies of operators, who, as auxiliary members of U. S. Signal Corps, would be of inestimable benefit in case of war.

Own Language

Listeners-in on amateur short wave broadcasting, unfamiliar with the jargon of the 'hams,' are generally at a loss to understand what the chatter is all about. Particularly the 'Q-S' and the numerous other letter combinations starting with 'Q'; the talk about 'junk,' 'fine business,' 'dope,' 'Y-L,' as referring to 'fame chatters,' and '74,' which in the language of the amateur operator corresponds to re-gards.

But this is all regarded as constructive work by the Federal Radio Commission, without a license from which no amateur is permitted to operate. Before getting a federal license, the applicant must correctly answer 10 questions pertaining to radio, and he must be able to send and receive at least 10 words a minute of International code.

Radio commission keeps a strict supervision on the etherings of the 'hams,' with inspectors constantly on the 'listen-in' for any violations. Local headquarters is a sort of clearing house for the 'hams,' and through the medium of several national publications a fraternity or nation-wide organization is maintained that is said to be particularly beneficial.

Ayer's Philly Audition

Philadelphia, June 18.

Sylvan Levin, sub conductor of the recent Philly Orchestra Chesterfield series, auditioned at WCAU today for U. G. L. Diane, local warbler, also in program line-up.

Show is supposedly suggested for CBS network in early fall; N. W. Ayer contacting account.

WCAU Exploits Local Artists

After Theatre Dates—Odd Situation of CBS Deluxer's Talent

Philadelphia,

WCAU's first attempt to exploit artists occurs week of June 29, when station staff takes over vaudeville of first-run Fox theatre. Unit called 'Made in Philly.'

Show, booked by H. Bart McHugh, station artist bureau head, includes Four Showmen, Canadian Trio, Carlile and London, Warwick Sisters with Helen Barrett, Pete Woolery, Larry Tate, Dorothy Hall, Barr Sisters, announcers Scott, West, Begley and Walton. All talents are Columbia sustainers.

Philly stations have been noticeably lacking in artist promotion,

with outlets claiming too much proximity with New York. Bugaboo has always been proven erroneous when talent was given fair chance to click. Unusual factor is that WCAU, plipping more Columbia spots than any other of the net's stations, hasn't one artist who could draw in a local theatre as an individual. Station has always been town's top attraction, but carried so much chain commercial that little time was devoted to build talent for personal appearances.

Gradually station garnered a bad program rep locally. Yet, ironically, WCAU has sent plenty of names to New York headlights.

COMPETITIVE FOR FIRST TIME

Distillers, Ex-Broadcasters Sued for CKGW Rent

Toronto, June 18.

Charging breaches of certain covenants in the leasing of studio space and broadcasting commitments, King Edward Hotel has filed a writ against Goederham & Worts, distillers, claiming unstated damages for the closing of CKGW, owned by G & W, \$3,000 rental for business offices other than the studio space, and costs of the action. CKGW was taken over by the Canadian Radio Commission more than a year ago when that federal body was appointed and christened CRC as the government's Toronto outlet. Government shortly after moved from the hotel to the CKNC building, leased space and built in seven broadcasting studios. Distillers had had no program-in Canada since the taking over of CKGW, company officials claim.

British Reforms for New Brunswick List Radio Transmitters

St. John, N. B., June 18.

Government of Newfoundland is sponsoring a survey of radio broadcasting possibilities, and the establishment of a government operated station at or near the city of St. John. Arrangements have been completed for an experimental broadcast from St. John, under the auspice of the Canadian Radio Commission. The broadcast will be handled by Thomas Maher, of Ottawa, Ont., a member of the commission and who will be accompanied to the island colony from Ottawa, by several of the commission's technicians.

Since taking over the control of Newfoundland, several months ago, the British government has been investigating the possibilities of radio broadcasting, and there is a likelihood that two stations will be started.

One report of the radio situation is that a linking will be made between the proposed Newfoundland stations and those of the CRC.

Nickson Nicched

San Francisco, June 18.

George Nickson, tenor previously with KYA and KTAB, added to the staff of KFRC here, getting feature spots on the Blue Monday Jamboree, Happy Go Lucky and other shows, with possibly solo niches coming up.

Same station has Eugene Hawes, character comic, back after a sojourn in Los Angeles.

Advent of KYW in Fall Agitates Quaker Town with Plenty of Rumors—Realignment Probable

MERGERS

Philadelphia, June 18. Philadelphia right now has more radio rumors than NBC has vice-presidents. Leading all the whispering in piquancy is whether the Levy Brothers, kingspins of WCAU, WIP and the Columbia network, have or have not acquired the operating control of Station KYW, the present Chicago Westinghouse outlet which moves into Philly November 1.

Levys admit bidding for station and coveting it. But can they get it, and if they get it, what happens to the pretty picture of competition that was visualized as awakening Philadelphia from the general sluggishness engendered by six years of complete subservience to the rank of WCAU as number one station.

Meanwhile the two present NBC affiliates, WLIT and WFJ, are probable candidates for a merger to handle the blue NBC programs if, as officially carded, KYW bobs up as the NBC red champion. Albert M. Greenfield, prominent in Philadelphia realty, seems the keyholder to the WLIT-WFJ situation through the receivership of Lit Brothers' department store, which controls in turn Station WLIT. Greenfield reportedly wishes to create a station powerful enough to compete commercially with WCAU.

A Novelty for Philly

Philadelphia has traditionally been a poor town from the radio performer's viewpoint. Only place a break could be had was WCAU. Accepted standard fee has been about \$7.50 a broadcast in Philadelphia. Musicians' Union seemingly has ample grounds for the allegations of under-scaling. Hence, although the talent is, of course, a minor consideration in the various realignments that seem in progress more or less under cover this element naturally enough roots for a condition of affairs in which a little competitive bidding might emerge out of the jungle of former hopelessness.

Some keen observers believe that Philadelphia radio will be hyped into a healthier state if real rivalry materializes. But meanwhile WCAU naturally may not be of that opinion.

There are odd pieces to the puzzle. WPEN goes to 500 watts and 920 kilocycles, a better strategic position than station has ever enjoyed, and meanwhile becoming a cog in the wheel which George Storer is operating. WRAX comes into the picture on an arrangement to handle all foreign language programs (important locals). Which still leaves the secondary Levy outlet, WIP, to be fitted into the new set-up that the next few months will work out.

Business and Fish

Boston, June 18. New England Network (NECO), at a meeting at Sebago Lake, Maine, voted to open a Chicago office July 1. Joe Weed, who for one year has managed the web's New York office, will also have charge of the Chicago branch.

Those attending the meeting were George Kelley, WCHS, Portland; James Clancy, WTIC, Hartford; Joe Weed, John Boyle, WJAR, Providence; John Storey, WTAG, Worcester, and Charles Burton and Harold Fellows of WEEI, Boston.

The fishing was terrible.

Goodrich Not Sponsoring Max Baer; Champ Peddled by Both Webs

Harold Smith Seeks Own Station in Rensselaer

Albany, June 18.

Operation of a new radio station in Rensselaer, just across the Hudson River from Albany, is planned by Harold E. Smith, general manager of WOKO, Albany, an affiliate of CBS. An application for a permit has been received by the Federal Radio Commission.

New station project is a private enterprise of Smith and is not associated with WOKO. It is reported the new station would use the facilities of WGLC, Hudson Falls, also a CBS link. Smith formerly operated a station at Poughkeepsie and came to Albany four years ago when WOKO was opened here.

RAIN HURTS FAN MAIL AT WBT

Charlotte, N. C., June 18.

W. A. Schudt, manager of WBT, has been watching the mail and has decided that listeners write fewer letters about programs and entertainers when it is rainy weather than when it is clear.

Discovery was a surprise, it being the popular conception that people are outdoors more when the sun is shining and are more assiduous radio listeners when the weather is bad.

Schudt cites the 10 days of rain in North Carolina, fixing a new wet weather record, when WBT fan mail dropped to 60% as compared to the period before and after the wet weather. When the rain stopped the mail went immediately back to normal, he said.

Patsy Darling at WDAS

Philadelphia, June 18.

New WDAS' addition is Patsy Darling, former WCAU-CBS singer, who comes in to handle women's program activities. Gal replaces Phyllis Foster, who resigned last week.

Miss Darling will specialize in home economics shows, bringing in an ark crew and guest artists for audience draw.

Right Size Cheltenham in Spotlight Ads Agitates Actors, Adv. Agencies

Like the other branches of show business, radio is now subject to headaches from performers over billing demands. Bearing most of the controversial brunt on this topic are the ad agencies which, in addition to supervising the publicity on the show do the copy writing for the spotlight ads on the program that appear in the newspapers. Relative position and typography, given their names in these ads have become a common source of contention from mike artists, say the agency men.

This vying for top billing in the spotlight ads has got to the point that performers before signing for a commercial program demand that the contract include a clause clarifying the subject. So far there have been few sponsors that have consented to this written stipulation. Usual retort by the commercial is that regardless as to how the

performer may feel about his importance and standing with the public there will be no dictating on this score from any quarter other than its own.

One of the major agencies last week was forced to have reset three sets of stereotyped plates because of an argument over tilling. Program had only three episodes to go, but the complaining actor insisted that the remaining series of spotlight ads be so revised that his name would be at the head of the listed cast. His ultimatum was that either the agency change the ad copy or he would walk.

Agency exec upon whom the actor made his demands remarked during the course of the verbal exchange: 'I suppose you'd like to have your name over that of the client?'

'It wouldn't be a bad idea, at that,' was the actor's rejoinder.

Radio Chatter

Cuba

Alma Mater radio station burned completely. CMC looks as if it will never again be in the air on account of the telephone strike.

Although there is no censorship of the air here, here is an example of how things are treated. Somebody in CMCD said something over the mike which somebody else didn't like. Next day six armed men walked into the studio and black-jacketed everyone there, including the musicians.

Louis Casas, Jr., has won the medal for hard luck. He was the chief engineer at station CMC of the Cuban telephone and had to go on strike, now in its fourth month, to pass the time away from the studio. With his shortwave CMC, which was getting plenty of mail from all over South America and Spain, then one night his station burned on account of a short circuit. Next day he borrowed the car of a friend to do some errands and some, one took it away and neglected it, so he had to pay for it. It was now manager of station CMC charges him with theft of a portable amplifier which somebody else took on account of the strike. But, anyway, he is again working on a new shortwaver, which he expects to have ready soon.

New York

NBC's interpretation of the Princeton track meet was deplorable, particularly the description of the quarter-mile romp. It helped NBC, WOR, WLS, WNEW, WLS, and CBS, who invariably does a swell job on the foot racers.

Jim Healey, aircaster for an Albany paper over WGY, composed and recited on the air a poem about the new wrist watch worn by Announcer Chet Vedder. Healey said he understood the ticker was a gift, but from whom he could not learn—Chet Vedder remained silent on this point, in signing off the program.

Clyde Morse, WHAM program director, resigns June 22 to devote his time to concerts and teaching.

Birdsell Holly, WHAM field engineer, plays his own grandfather in a radio drama sponsored by Rochester Gas & Electric Corpora-

tion. The elder Holly in 1877 discovered possibility of transporting steam heat to remote points.

WHAM and WHEC combined fathettes to observe the passing of Rochester's first hundred years as a city.

Frank Kelly, WHAM publicity manager, is doing sound track comment for Hearst Rochester newspaper.

'Woman's Radio Review' m.c.'d over the NBC Red net by Mrs. Madeline McDonald, is now on a four-line schedule of five-aftersnoons weekly basis. Crowded off the Friday schedule by Standard Brand's hour-long 'Maria's Matinee.'

Baby Marie and her mother, Mrs. Mary Polizzotto of Brooklyn, have been visiting friends in Albany.

Miss Mircile Esmond was special guest of Herb Gordon's orchestra at the General Motors in the Albany armory.

Hygians are back in their usual place with a song program on WESG Elmira. The singers are Raymond A. Perry, Edward L. Monroe and William W. Osborne. Their piano accompanied is Howard H. Clute.

Be Scott, pioneer WESG entertainer, is continuing her popular piano programs.

Louis DePomparo has been appointed announcer for Italian Echoes, a new musical program on WIBX Utica. Featured are Lucy Carline, dramatic soprano, and the Spina eight-piece orch.

Harold E. Smith, gen. mgr., of WOKO, Albany, won't stand for any dead air in between broadcasts. Therefore he imported from Paris, a piano which bell-like tones tinkle at each break. The Celeste resembles a small reed organ.

Elizabeth Bacon is entering her ninth consecutive month with her piano solo broadcasts over WESG, Elmira.

Alexander Alexe, accompanist for singers over the NEC web, off on another jaunt. Early in the spring, he played out piano on a concert tour through the South. Jim Gude found the World's Fair editing.

Irving (Cha-mp) Ashkenazy is authorizing the continuities for the Odorono show.

NBC is cogitating over a comedy show to slip into the spot Joe Penrath takes vacantly July 1.

Charles O'Connor, NBC announcer, had a birthday recently.

In honor of the occasion, J. Alden Elkins, the Boston bass-baritone, for whose red network program O'Connor is usually at the mike, sang a group of Charley's favorite numbers.

NBC Press now operating with a skeleton staff Saturday.

Vivienne Segal has received an additional 13 weeks from Phillips Dental Magnesia.

Doug Coulter (N. W. Ayer) is trekking up to New Hampshire this weekend to look around for a vacationing spot.

It is four weeks for everybody, effective July 6, on Maxwell House Show Boat.

VARIETY failed to credit Charles Wakeman's 45 minutes of ad lib announcing for WMCA's fire-reporting schedule.

Mrs. Leopold Spitalny, homesick for Chicago, will spend a month there.

Indiana

Percy Robbins new head of WOVO Artists Bureau.

Dorothy Gordon new contralto over WIND, replacing Helen Black who was picked a short time ago by Jan Garber for vocal assistance. WIND's new mystery teaser is 'The Iroquois.' So far station has not announced her last name.

Hilda Wehmeyer, WOVO secretary, scanning those attractive Yellowstone National Park folders, and thinking of going there in July.

Illinois

Station WHEF at Dubuque has taken the initiative to have Western league baseball officials rescind orders placing a ban on the broadcasting of games in Davenport, Iowa, and Rock Island.

New England

Lillian 'Buddy' Perrin, who is one of the DeMarco Sisters, took advantage of the first two days off she's had in six months to visit her old pals at WEEI, where the trio was organized. The girls have been busy with programs on NBC and at WOI and WTIC, and with theatre engagements in and around New Haven. They recently made a movie short with Phil Spitalny.

Charlie Phelan, Yankees net sales manager, was a delegate to the Democratic Pre-Primary Convention at Worcester last week. The men had quite a delegation in the convention city for the meeting, which they attended in its entirety. Dick Grant, editor-in-chief of the net's news service, and Louis Travers covered the microphones.

Joe McEllott, State House Reporter for the service, covered on that angle, and William McMaster, conductor of the daily Municipal Forum, participated in the observance.

WEEI figures that at the end of June the station's business for the first six months of 1934 will be 40.6% ahead of that in the first six months of 1933.

Andy Jacobson and his orchestra opened at the Somersett new Terminal Inn.

Andy expects a WNAC-WAAB liaison.

Two announcers and one production man at WEEI are out with ear trouble, and wondering which local radio editor will be the first to make the obvious wisecrack.

Ted Hanson's music at Nantasket this summer.

Bob Bickford, WNAC control operator, back from an 18-day vacation.

He drove nearly 7,000 miles, with Denver and Yellowstone park the objectives.

Maurice 'Red' Dower, popular with Vermont radio listeners, has joined Don DeForest's orchestra as vocalist.

Montgomery Ward & Co. and the First National Stores are two chain organizations now using WDEV, Waterbury, Vt., for advertising.

Joe Cirall and his orchestra are being sponsored on WSYB, Rutland, Vt., by the Ames & Braves Co.

Summer advertisements on Vermont stations include such thing as overalls, second hand automobiles and speedboats.

Morning broadcasts at WDEV, Waterbury, Vt., are now using a variety of bird songs.

Fred Thomas, hitherto city statistician, new radio ed of Bridgeport Times-Star to succeed Rocky Clark, who today (18) premiered as official listener of opposition 'Post.'

Bridgeport public school music budgets now exceed for season, brought 300 children to WRC microphone since January. Catherine E. Russell, supervisor, staged the programs.

Minerva Plious of Fred Allen's NBC Commercial visiting the landslides in Bridgeport.

Jay Rosenthal Begley, member of the disbanded WTIC Playhouse, are assisting in WTIC production work.

Now vacationing at his Maine lodge, Rudy Vallee will do a single one-night stand with the Connecticut

(Continued on page 61)

Pure Oil's WSM Show

Nashville, June 18.

Pure Oil Company has signed a 26 weeks contract with WSM to present a half-hour variety show each Thursday night at 8:30 beginning July 5th. Line-up will change somewhat as the weeks roll by but for the present a summerly but for the present a summerly

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America Wins Him Back

FRANCE—BY POSTRON

LE PERIGUEUX, Paris

MONTMARTRE, Paris

LES AMBASSADEURS

MONTE CARLO, Monaco

SPORTING CLUB

EUROPE

ITALY

SPAIN

AFRICA

ASIA

AMERICA

AUSTRALIA

NEW ZEALAND

AFRICA

ASIA

AMERICA

EUROPE

New Business

HARTFORD

Noxon, Inc., fifty-two daytime announcements, NBC local sales. Placed direct. WTIC.

Wise Smith and Company, department store, Hartford, four evening announcements. Placed direct. WTIC.

Ben Hawthorne, three hours weekly for 13 weeks. Placed direct. WTIC.

Garber Brothers, furniture store, three one-quarter hour musical programs. Placed by Gross Agency. WTIC.

Alynn Theatre, Hartford, Connecticut, Hollywood gossip, advance publicity and promotion on forthcoming films and music. Placed by M. H. Hammer Agency. WTIC.

Capitol Motor Car Company, series of day and evening announcements. Placed by Gross Advertising Agency. WTIC.

M. Blumenthal and Company, specialty stores in Connecticut and

Massachusetts, 13 times on Women's Bazaar. Placed direct. WTIC.

S. D. Chamberlain and Sons, packers, eight quarter-hour musical programs. Placed direct. WTIC.

Highland Ice Company, 13 times on Women's Bazaar. Placed direct. WTIC.

Manchester Chamber of Commerce, six daytime announcements. Placed direct. WTIC.

Southern New England Company, 18 daytime announcements on Women's Radio Bazaar. Placed direct. WTIC.

BOSTON

J. J. Fox Co., 52 half-hour programs, starting July 15. Through Alfred Rooney Co. Boston. WEEI.

Gold Redemding Corp., 52 five-minute programs, started June 12. Through David Malkiel, Boston. WEEI.

General Baking Co., 20 announcements in Current Events Periods, started June 11. Through Batten, Barton, Durstine & Osborne, Boston. WEEI.

Dodge Brothers, six announcements in After Dinner Revue, started June 11. Through Rutherford & Ryan, New York. WEEI.

Oakite Products, Inc., nine announcements in Evening Tatler, started June 18. Through Radio Advertising Co., Boston. WEEI.

W. L. Thompson Co., 155 five-minute programs, starting June 25. Through The Doremus Co., Boston. WEEI.

Cape Cod Steamship Co., 48 announcements in Evening Tatler, started June 7. Through Kenyon Advertising, Inc., Boston. WEEI.

The Traveler's Company (Pippin Cigars), 156 participations in daily Yankee Network News Service broadcasts, starting June 6. Through The Doremus Co., Boston. WNAC.

Gold Redemding Corp., 92 broadcasts of late baseball scores, starting July 1. Through David Malkiel.

Big Ben Broadcast, 36 daily temperature reports, started June 18. Through The Greenleaf Agency, Boston. WNAC.

Albert K. Sheldon Co., 52 announcements, started June 18. Through David Malkiel, Boston. WAAW.

Chrysler Motors Corp., six announcements on Merry Go Round, started June 11, and 5 temperance reports, started June 12. Through Rutherford & Ryan, New York. WNAC.

PORTLAND, OREGON

Meier & Frank, department store, thru station, 15-min. program daily; also 26 special announcements. KGW.

Southern Pacific Ry., thru McEwan & Cole, six announcements. KGW.

Western Dairy Products Co., thru Barnes Campbell, nine announcements. KGW. KEX.

Ebsenbeck Laboratories, thru Kirkpatrick, 15 min. daily, one year. KGW. KEX.

General Motors National Exhibit, thru Campbell Ewald, three announcements, 30 min. KGW. KEX.

Gilmore Oil Co., thru Botsford, Constantine & Gardner, announcements. KGW.

Columbian Optical Co., thru Gerber & Crossley, 30 announcements. KGW.

General Motors Corp., 27 daily announcements thru Campbell Ewald, KGW.

Paul Riggs Wine Shop, thru KGW, 30 daily announcements. KGW.

Bernards & Hadwin, tea room, thru Mason, daily announcements on cooking school program. KGW.

Eastern Outfitting Co., thru Robert Smith, 5-min. programs. KGW.

Krispy Kreme Mason, one month, announcements on cooking school program. KGW.

Ziegler Drug Stores, thru station, three months, announcements on cooking school program. KGW.

Wentworth & Irvin, Nash dealers, thru station, 20 daily announcements. KGW.

Portland Pay Your Tax Campaign, thru station, three 6-min. programs. KGW.

Portland General Electric Co., thru Gerber & Crossley, 13 daily announcements. KGW.

Hayden Island Amusement Co., thru William Norwell, 21 daily announcements. KGW.

Oregon City Wooden Mills, thru William Norwell, three daily announcements. KGW.

OMAHA, NEBRASKA

Kerr Glass Mfg. Corp., canning jars. Began June 14, announcements twice per week for 13 weeks. Placed through Rogers-Gano agency, Tuesdays, 9 A.M. WJZ.

Hazel Athas Glass Co., canning jars. Announcements daily for one month, beginning June 18. Through Modern Advertising Co., Wheeling, W. Va. WAAW.

Natural Crystals Co. Began June 17 for 13 weeks, 5 min. six days per week and 15 min. Sundays. Placed on Sunday broadcast. Walter Dian, bass, with special announcements. Placed through Murrell Crump Advertising Co., Kansas City, Mo. WAAW.

Brands Dept. Store, Announcements daily except Sunday; began June 6 for three months. WAAW.

Warner Beauty College, weekly beauty talk. WOWO.

Saracan Hotel, Chicago, ice weekly. WOWO.

Del Prado Hotel, Chicago, twice weekly. WOWO.

Centerville Brewery, daily temperature reports. WOWO.

Mourey Studebaker Company, three announcements weekly. WOWO.

Shakespeare Tackle Company, one announcement weekly. WOWO.

Dream Gardens, beer parlor. An-

Renewals

General Foods (Maxwell House Coffee), 'Cap'n Henry's Show Boat,' 12 weeks, effective July 5, 56 stations on NBC's red (WEAF), Benton & Bowles, agency.

Pillsbury Flour Mills, 'Today's Children,' 13 weeks, effective June 11, 27 stations on NBC's blue (WJZ), every morning but Sat. and Sun.

Ward Baking Co., 13 weeks, shown with Josef Pasternack, James Molton and guest artists Sunday nights, 26 stations on CVS, effective Aug. 12. Fletcher & Ellis, agency.

Pillsbury Flour Mills, 13 weeks, effective June 13, 'Cooking Closeups,' Wednesday and Friday mornings on 19 CBS stations. Through Hutchinson Advertising Co.

* * *

Announcement daily except Sunday; began May 28 for one month. WAAW.

Edaps, corn remedy, Omaha. Announcement daily except Sunday; began June 7 for one month. WAAW.

Associated Sales Co., breakfast food and Oreo flour products. Announcement daily except Saturday and Sunday, June 4 to July 12. Through Ernest Bader & Co., Omaha. WOW.

Century Brewing Co., feature beer race remote from Longacres track; three times a week; 'Radio Ralph,' 15-minute race dope talk three times a week; June 28 to Labor Day. KIR.

Grey Wells Water Co., six quarters hours daily. KOL.

Union Pacific Stages, five-minute show each Thursday eve for five weeks. KOL.

Chamberlain Laboratories, three

one-minute and three 30-word announcements and two five-minute programs per week; started June 12. KOMO.

Seattle Citizens Emergency Relief Committee, eight five-minute talks. KOMO.

Grey Wells, five 15-minute programs on KOMO and two on KJR per week; started June 17.

Century Brewing Co., feature beer race remote from Longacres track; three times a week; 'Radio Ralph,' 15-minute race dope talk three times a week; June 28 to Labor Day. KIR.

John Quinn's Vacation Land Review, two half-hour programs. KOL.

Kenneth C. Davis, 'The Public Bench,' 13 quarter-hour talks. KOMO.

MacDougall & Southwick, department store, one quarter-hour program. KOL.

Seattle Citizens' Emergency Committee, three five-minute talks. KOMO.

Calivox, cookies, 52 announcements. KOL.

Clawson, Inc., furs, five announcements. KOL.

Barnett Auction Co., announcements. KOL.

Alaska Steamship Co., two announcements. KOL.

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WINSTON-SALEM, N. C.

Dr. Pepper, daily announcement for two months. Placed locally. WSJS.

Ideal Dry Goods Company, daily announcement for one month. Placed locally. WSJS.

Motor Sales Company, series of twelve announcements on price reduction on Plymouth Automobile. Placed locally. WSJS.

Modern Chevrolet Company and C. C. Disher Chevrolet Company, series of 18 announcements on reduction in price of Chevrolet. Placed locally. WSJS.

* * *

NASHVILLE

General Motors Corp., 27 100-word announcements daily except Sunday; three each day. Placed by Campbell-Ewald Company, Detroit, Michigan. Beginning May 31. WSM.

Chevrolet Motor Car Company, 12 100-word announcements, 3 daily, beginning June 2. Placed by Campbell-Ewald Company, Detroit, Michigan. WSM.

A. H. Lewis Medicine Company, five one-minute electrical transcriptions, beginning June 2; June 2, 4, 5, 9 and 11. Rutherford & Ryan, Chicago, Illinois. WSM.

Princess theatre, with three quarter-hour vaudeville periods weekly, at 3 p.m. Mondays, 45 Tuesdays, 7 and 7:30 Fridays. WLAC.

Jim Reed Chevrolet Company, nightly announcements 7 p.m. following Sports Review. WLAC.

Cascade Plunge, daily announcements, 10:15 a.m. WLAC.

Norge Rollator Refrigerator, weekly quarter hour, 7:15 Sunday evenings. WLAC.

Loveman, Berger & Tottlebaum, one of Nashville's largest department stores, is using WLAC each month in the promotion of sales events. The plan is to literally 'swell up' the air with announcements immediately preceding and during the sales days.

* * *

NEW YORK

Modern Food Process Co. (Thrive, dog food), starting June 11, 13 weeks, 'Dog Stories,' with Harry Swan, narrator, and Charles Sorce, tenor, Monday afternoons. Through the Clements Co., Philadelphia. WJZ.

ington, four announcements weekly on fishing. WOWO.

Michigan Tourists Association, spot announcements. WOWO.

Deuels Company, of Centerville, Mich., daily announcements. WOWO.

Weno Remedies, of Pandora, Ohio, weekly announcements. WOWO.

Battle Creek Health Foods, three announcements weekly. WOWO.

Kerr Glass Company, of Sand-springs, Okla., 26 announcements. WOWO.

LOS ANGELES

For West Coast, 4:45-6, daily except Saturday and Sunday, organ music from Cartay Circle theatre. KPAC.

Fishman Motors, night baseball games. KPAC.

Pioneer Maple Product Co. and Glo-More Soap, every day 3:30-4, except Saturday and Sunday. 'The Chuck Wagon.' KTM.

Neigh Dance Studios, Monday, Wednesday, Friday, 2:30-3. Dick Nelson, reader. Bartley Sims organist. KTM.

NEWARK, N. J.

Vasco Sales Corp. (Tarrant's Seitzer Asperit), 13 weeks, Tuesdays, 15 minutes at night. Michael Bartlett and trio. WOR.

Carbona Products Co. (Carbona Show Whitener), 10 weeks, Tuesday and Thursday noons, five minutes. 'King of Mystery,' 25 announcements, 13 weeks, during WNEW Dance Parade. WNEW.

SEATTLE

Grey Wells Water Co., six quarters hours daily. KOL.

Union Pacific Stages, five-minute show each Thursday eve for five weeks. KOL.

Chamberlain Laboratories, three one-minute and three 30-word announcements and two five-minute programs per week; started June 12. KOMO.

Seattle Citizens' Emergency Relief Committee, eight five-minute talks. KOMO.

Grey Wells, five 15-minute programs on KOMO and two on KJR per week; started June 17.

Century Brewing Co., feature beer race remote from Longacres track; three times a week; 'Radio Ralph,' 15-minute race dope talk three times a week; June 28 to Labor Day. KIR.

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Calivox, cookies, 52 announcements. KOL.

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Barnett Auction Co., announcements. KOL.

Alaska Steamship Co., two announcements. KOL.

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NEIGHBORLY CHI NBC

Saves WGN \$15 Daily by Sharing Press-Radio News

Chicago, June 18.

NBC has agreed to cooperate with WGN, the Chicago Tribune station, in order to save the Tribune some \$15 a day for wire charges on the Press Radio Bureau news dispatches.

Thus the coin which daily goes to Western Union for transmitting the national news reports to WGN. But the station has an idea that since NBC gets the same reports that the network could save the station money by giving WGN a copy of these dispatches. NBC said okay, which was expected in light of the constantly growing friendship between the network and WGN. Station went over to the Merchandise Mart some 10 blocks away rather than going across the street to CBS-WBEM for the service.

Jack Robbins has publishing rights to 'Tip Toes,' the Oscar Hammerstein-Sig Romberg musical being prepared at Metro on the Coast. Robbins took the deal away from Harms, for whom Romberg had been writing.



MGM STUDIOS
CULVER CITY, CALIF.

CHARLES CARLILE TENOR
•
COAST-TO-COAST CBS

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

CBS
EVERY TUESDAY 9 P.M.
Coast-to-Coast
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

FRANK PARKER

GENERAL TIRES

NOW ON THE COAST

NBC STUDIOS HOLLYWOOD

VIVIAN JANIS

ST. MORITZ, NEW YORK NIGHTLY
Sole Direction
HERMAN-BERNIE

1619 Broadway
New York City

VERNON CRAIG

Baritone
17TH WEEK

B&K ORIENTAL, CHICAGO.

NBC-WJZ, Thursdays, 8:30 P.M. CST

Radio Chatter

(Continued from page 58)

out Yankees, June 27, two nights before the Pavilion Royale opening, at Roton Point Park, South Norwalk.

Jimmy Lunceford combo, winding up this week at Cotton club, opens tonite Sunday at Pleasure beach, Bridgeport.

Fred Waring's Pennsylvanians due June 29 at W. J. Cook's River-side park room, Springfield, Mass.

Charles Richards has accepted a ten-week engagement with summer stock company at Sharon, Conn. Richards was with the WTIC Travelers Insurance Company Playhouse Players.

Phil Becker, WTIC announcer, has been transferred to the sales department.

Ozzie Schuman, trombonist of WTIC concert orchestra, has turned comedian and is featured with

Harry Tighe and Milt French on their full hour WTIC Fun Parade.

Bennie Bonnell, WTIC music arranger, formerly of New York, is commuting from cottage in Winsted.

Murray O'Neill and Ben Hawthorne, the latter a grandson of Mark Twain, are collaborating in the building of a full hour program being transmitted twice weekly from WTIC, Hartford.

Florrie Bishop Bowering, WTIC domestic science expert, is operating her "Mixing Bowl" program on an independent basis.

Travilla MacNabb has been made assistant to Marjorie Water in the preparation of the WTIC, Hartford, morning program, "Woman's Bazaar."

Norman Cloutier and his Merry Madcap orchestra, heard on a national hookup through NBC for three hours a week, will be heard for five hours a week, starting next month.

Iowa

Ray Harrison, community sing leader, last with the Hollywood studio of Warner Bros., again on the air at KSO, Des Moines, down, heading "Singing Under the Stars," a community sing at Sylvan theatre under sponsorship of the Uncle Baking company.

KSO, Des Moines, has a new studio orchestra. Under direction of Willard Moore, formerly general musical director for A. H. Blank theaters. Personnel includes many formerly with the Paramount stage, Ray Lawson, Don Honey, Fred Libera, Harry Prosperi, Porter Melton, Marion Rice, Ernie Mitchell, Oliver Leonard and Harold Morgan.

Ray Harrison, formerly with Warner Bros., directing the "Singing Under the Stars," in the theatre, Greenwood park, for KSO.

Gilmore, country artist, Real silk Silken Strings program over KSO and KWCR.

KSO performed statewide organization for primary election returns.

Sponsored by Colonial Baking Co. George Lampman, former KSO community head, now manager of studio, for Bernie Lowe's orchestra at Terrace Park Casino, Lake Okoboji.

Hal Sheridan, manager, KSO, took a big radio show out to the new veterans' hospital.

Jas. Hannahan and Craig Lawrence now in Ozark to escort Edward G. Robinson, who was guest of honor at a dinner attended by KSO and KWCR executives.

Charlie Flager, KSO, operated for throat ailment and to vacation this summer via automobile.

WSUL Iowa City, Ia., University station, outlet of the university, membership of the association.

Davison and Rock Island stations, tentative plans having been made to broadcast details of the games on Saturday or Sunday.

There'll be no broadcasting of Western league baseball games under rules in force among the members of the association.

Davidson and Rock Island stations, tentative plans having been made to broadcast details of the games on Saturday or Sunday.

Charlie Flager, KSO, operated for throat ailment and to vacation this summer via automobile.

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Davison and Rock Island stations, tentative plans having been made to broadcast details of the games on Saturday or Sunday.

John Frare, skipper for the Early Risers club, WSOC, Charlotte, N. C., couldn't depend on alarm clocks and telephone bells to get him to the studio at 7 o'clock a. m., so recently he's been sleeping a lounge at the studio.

Winners in the Georgia School of the Air music contest, sponsored by the Georgian American, Atlanta newspaper, stopped at Charlotte, N. C., June 18 for a program.

The party was en route for Washington and a week's stay there. The musicians and singers were chosen from the public schools of Georgia.

Carl Zomar, who conducts an advice program similar to The Voice of Experience, has gone commercial on WBT, Charlotte, M. C. Clein company, Atlanta, Ga., signed him for a series plugging Papodine, a stomach remedy.

Crazy Crystal company of the Carolinas, using a two-and-a-half-hour Saturday night barn dance has cut this to a one-hour show for the summer months and has located a local auditorium in which to originate the program for WBT.

Lightning struck the antenna at the studios of WBT during a furious electrical storm recently, smashing the insulation and letting the antenna fall to the ground.

Tennessee

Jimmie Gallagher joins the staff of WSM, Nashville, with 18-piece band. Jimmie and his boys will be heard several times each week on dance programs and special productions. Al Stanland is vocal, while Ned Owen and Bill Gray are piano players. Pietro Bresica, formerly with KFI, Los Angeles, and Fox theatre, "Frisco, is arranger and violinist. Gallagher replaces Francis Craig orchestra for the summer.

Lasses White has written a number of parodies on popular songs, among them being his "Frankie and Johnnie," which he has turned into a patriotic song featuring President Roosevelt and Vice President Garner.

White, who is now at Chicago's World's Fair, having a short vacation from station WSM.

Jack Shock with WSM and schedules five times each week, twice in solos and three times with Zeke Clements and his Broncho Busters. He falls from Joplin, Mo., and has been in radio a little more than five years.

Vaudeville on the Air, now heard three times weekly over WLAC, Nashville, carries the listener back to the days of the Princess theatre for 15 minutes.

A WLAC Listener took upon himself the task of testing the relative popularity of programs heard over this station through the placing of more than 2,000 balloons in the hands of Nashville radio owners. Results of the pool showed the Sports Report to lead the entire field, a fact which isn't all surprising inasmuch as the Vols are far out ahead in the Southern League pennant race.

Harold Culver has returned to the WLAC Nashville staff, appearing each morning at 8 o'clock on a program sponsored by Sears, Roebuck & Co., singing from this store's own catalog.

Lasses White and Honey Wild returned to WSM, Nashville, from a trip to the Chicago World's Fair. Lasses said that the only thing he did not see while at the Chicago fair was a nudist camp.

Nick Ross, Jr., son of Hink of the Hink and Dink blackface team on WLW, Cincinnati, under the eyes of big league scouts for his first baseball with Miami University team in Buckley Conference.

Margaret Carlisle, soprano, on Crosley's 500,000-watt WLW, Cincinnati, had a blind person to read a fan letter written in braille.

Arthur Church, mgr. of KMBC, Kansas City, put in a day at WCKY, Cincinnati, last week with L. B. Wilson, prez.

Jack Herch and Joe Emerson, plugging Fels soaps, and Mueller macaroni via the "nation's station," Cincinnati, to entertain at grocers' outing in Olentangy Park, Columbus, O., June 27.

Ethel Ponce, harmonizing with sister, Dorothy, on WLW, Cincinnati, tickled with word that Fred Waring will soon air her novelty tune, "Wrestling with Rosie." The Pennsylvania pilot was among the first to use Ethel's "Holiday" number.

Dixie Dale reindigoing at WCKY, Cincinnati, following Southern tour of one-nighters with Ralph Bennett and His 11 Aces. Wanda Edwards, styled the "So-Tired Songbird," is warbling blues on the same station.

EDDIE PEABODY

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Now Playing
ROXY
NEW YORK

every Saturday
7:30-8:00 P.M.
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Network
PURE OIL
PROGRAM

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HAROLD F. KEMP
NBC Artist Service

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Personal Director, CHARLES A. SAYNA

COLUMBIA BROADCASTING SYSTEM

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LEON BELASCO

MON., FRI., WABC, 15-MIDNIGHT
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St. Moritz Hotel,

Box Office Direction HERMAN BERNIE
1619 Broadway, New York

HAROLD STOKES

Directing
Chimalene and Palmer House
NBC, CHICAGO

EMERSON GILL

AND HIS ORCHESTRA

EN ROUTE

MCA DIRECTION

STUDEBAKER

Presents

THE CHAMPIONS

WITH

RICHARD HIMBER

AND HIS RITZ-CARLTON ORCHESTRA

With Joey Nash

WABC COAST TO COAST—TUESDAY, 9:30 P. M.



EDITH MURRAY

The Dramatist of Song
STAR OF RADIO, STAGE
and SCREEN
Friday, 10:45 P. M., Sunday, 8 P. M.,
CBS, 11th Floor, WABC
Exclusive Management
CBS ARTISTS' BUREAU

Personal Representative

IRVIN Z. GRAYSON

161 Broadway, New York City

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HOUR OF SMILES

With
PORTLAND ROFFA
IRWIN DELMORE
LIONEL STANDER
MINER VIGOU
EDWARD DONAHUE
LENNIE HAYTON'S IPANA
TROUBADOURS

Moderated by Fred Allen and Harry

Wright

Management: Walter Batchelor

Wednesday, 8-10 P. M., D. S. T.

WEAF

Wednesday, 8-10 P. M.

BRUNSWICK RECORDS

LEO REISMAN

PHILIP MORRIS

WEAF, Tuesday, 8 P. M.

BRUNSWICK RECORDS

THAVIU
AND HIS ORCHESTRA
At "STREETS OF PARIS"

Century of Progress

WGN NIGHTLY

Inquiries Solicited

"The Singing Lady"
IRENE WICKER

4th Year for W. K. Kellogg Co.

All Material by Irene Wicker

Music by ALLAN GRANT

N.B.C.—WJZ 8:30 Daily

PURE-OIL
Every Saturday, 7:30 P. M.—WEAF
STARRING

RICHARD HIMBER
AND HIS RITZ-CARLTON ORCHESTRA
With Joey Nash

On the Air
On the Road

PURE

STARRING

OUTLAW BRIBERY AGAIN

Inside Stuff—Radio

Origen Reid, editor of the New York Herald Tribune, generally regarded as the leading Republican daily in the United States, has refused to submit any facts or proof to the Federal Radio Commission which requested such evidence following a Herald Tribune editorial that the Democratic administration has converted the radio into an organ of propaganda for the NRA and that the licensing power held over stations has, in effect, been used as a weapon to suppress anti-NRA comment.

Simultaneously with the publication on page one of Monday's (18) Herald Tribune of Reid's letter refusing to furnish facts, the paper, also on page one, began the first of four articles attacking the workings of the FRC and the set-up of the new communications commission. Chicago Tribune, also Republican, has also been lambasting the FRC.

Some months ago, the NRA threatened to embroil the entire broadcasting-advertising business in a quarrel with the Federal government. Most of the maneuvering on both sides never came out. That a group of big industrialists and financiers were putting NBC and CBS in an embarrassing position was undeniable, through the possibility of the networks having, in a pitched battle, to choose between the government, with its licensing power, and the radio advertisers, with their big budgets. It gave some of the more imaginative radio executives cold chills.

WMCA and WNEW, both in New York, are by way of being rivals. The latter station, since going on the air some months ago, is competing for about the same type of accounts that WMCA goes after. In this connection a girl assistant to an official at WNEW found herself unwittingly the cause of a half-serious protest from George Storer, WMCA head, to Milton Blow, WNEW boss.

Through the innocent agency of a friend the girl, Betty Glenn, was offered and accepted a better job at WMCA than she had at WNEW. Former station denied any raiding of personnel.

President Franklin D. Roosevelt was the first notable to use WGAL's new crystal microphone. When the President stopped in Lancaster after his Memorial Day address in Gettysburg, staff men of the Lancaster station battled Secret Service men for the right to board the train and pick up the address. It was a short argument, with the radio boys coming out on top.

Broadcast was handled by Eddie Gundaker, Posey and John Bowers.

CKY, Winnipeg, earned ill will by a recent mystifying stunt. Couple weeks ago there appeared in the local dailies an ad calling for tenders for a new Radio Transmitting Station at the Manitoba Agricultural College, rounds, Winnipeg, for the Manitoba Telephone System. The name of John E. Lowry, commissioner of phones, appeared at the bottom of the ad. Tenders were to be received until last Thursday (14), and then, it was said, someone would receive a nice fat contract for about \$100,000 worth of construction work for the new 15,000-watt transmitter of CKY.

Came the day for opening of tenders. Lowry was out of town so it was postponed to Friday (15). He arrived and told the newspapers, who had been giving CKY good news space for a couple of weeks on the report that CKY would be the most powerful station in Canada, that it's all off. Lowry got quite peevish at the idea that he had anything to do with the calling of tenders, etc. Says that reports they were planning new transmitter in the immediate future were all wrong.

"It may come in the near future," he says, "but nothing has been decided officially." The information was never given out through our department. Lowry, however, did not deny that he had issued instruction for newspaper ad calling for tenders, but said that Alex. Malville, architect, was the man who had called for tenders. "He might have been partially instructed by me," Lowry admitted feebly.

The architect was the lad who tipped off the newspapers a couple of months ago, telling them it was "straight" and that they should give it big play.

All firms who submitted tenders for the job, with accompanying cheques for five per cent of their estimates, got the cheques back in their mail Saturday (16).

Most unusual pub and ad backing up of a commercial radio artist is the Hearns department store in New York devoting a sizeable portion of its daily display ads to Harry Herschfeld whom Hearns has signed for a thrice weekly radio spot on WOR. These highlight spot ads on the radio humorist probably are the largest yet accorded an other artist.

Odd part of Hearns bally is that Herschfeld, while continuing via WOR, first built his radio rep on that station as a sustaining artist and station is owned by a department store, Bamberger's, Newark, which operates WOR.

For the first time in eight months NBC's red (WEAF) link in May grossed more in time facilities sales than Columbia. NBC altogether last month took from this source \$2,472,594, the highest May tally in the history of the web, with \$1,435,448 of this attributed to the red and \$928,734 to the blue (WJZ) loop.

Compared to May, 1933, the red link figures represents a boost of 76.8% while the upward margin for the blue came to 22%.

Indication of public's acceptance of radio as a news medium is the growing number of tips phoned into Coast stations by listeners.

Crash of a plane near Los Angeles is cited as an instance. Only a few minutes after the plane fell in a hillside residence section a woman eye-witness phoned KXN. Station had reporter on the spot immediately and complete story was on the air shortly after.

MYRIO and DESHA DANCERS

At the Stevens, Chicago, World's Greatest Hotel, for the Summer

"Artists of the dance in every sense of the word."—New Orleans.
"The last word in grace, beauty and rhythm."—Detroit.
"Dancers superb and supreme."—London.
"Fascinating, marvelous, as a dancing team."—Paris.
"The virtuosos of the dance."—Berlin.

MPPA PACT ASKS FOR SQUEALERS

\$1,000, \$2,000 Fines on Plug Payoffs and Free Arrangements—Agreement Bans Employee Violators—FTC's Investigation Brings Matter to Head

SINGLE OPPOSITION

Music industry last week took a stiff swipe at the free special arrangements and plug payoff evils by adopting a pact with plenty of teeth in it. For the first time in the history of the business, the music men have set out to enforce suppression of these practices through the tipoff and arbitrary fine systems.

When it is found guilty, a publisher, under this pact, will be penalized \$1,000 for the first offense and \$2,000 for the second, with the fine money collectible from his royalty divvies in the American Society of Composers, Authors and Publishers. Pledge further agrees that the informer of such violations will receive a third of the fines imposed.

With few exceptions the promulgation of the anti-bribery and free arrangements agreement got an enthusiastic reception from the trade. By the end of last week the majority of the leading publishers had put their signatures to the pact. Only one publisher had declared himself as opposed to committing himself on paper, and that is Joe Davis. Whether Jack Robbins will become a subscriber is problematical. His general manager, Jack Bregman, has forwarded a copy of the pledge to Robbins, sojourning temporarily on the Coast.

Bregman last Friday (15) voiced the opinion that he would prefer to wait until he saw how the agreement worked out before committing the Robbins Music Corp. to the covenant. His firm, averred Bregman, had for six months maintained a firm resistance to the free special arrangement thing, serving as martyrs to the cause, and had only yielded when the company found its new releases being frozen off the air. Now that most of the publishers are faced with depleted reserves, said Bregman, they are special arrangements compact. If after a while the pledge idea proves to be the McCoy, and the trade as a whole abides by it, added Bregman, he would urge that the Robbins concern become a co-signer.

Declaration against any form of plug bribery and the penalty system contrived for the enforcement of the pledge also met with strong favor from the leading orchestra leaders around New York. Day after the pact was adopted, a telegram reciting its terms was addressed to some 50 bandmen of major and minor standing. Several of the topliner maestros opined that the suppression of plug payoffs and kindred forms of bribery will serve to curb a serious evil in their profession.

With the money derived for performances from publishers, the smaller bands have been able to take jobs paying considerably under union scale. These same leaders affirmed that the plug end of the business will be returned to the basis it belongs, and that number

will be accepted only because of its musical worth and its fitness for the particular band's standing and style.

FTC's Investigation

What brought the payoff and free special arrangements to a head, explained John G. Paine, chairman of the Music Publishers Protective Association, was a conversation he had with C. E. Klein, New York rep for the Federal Trade Commission. Klein, said Paine, had informed him that the FTC, in its investigation

Teeth in Alley's Anti-Bribery Pact

(This is the verbatim pledge which music publishers agreed to sign in a concerted move to eliminate all Tin Pan Alley subsidization.)

We, the undersigned, in consideration of the needs of the industry of which we are a part and which we hereby acknowledge, and in consideration of similar promises and agreements and pledges being made by other members of the same industry, do hereby for ourselves pledge and agree as follows:

We will not on and after 6 p. m. of the 11th day of June, 1934 pay, give, furnish, bestow, directly or indirectly, or in any other manner present to any performer, singer, musician, arranger, or orchestra leader, employed by another, or to their agents or representatives, any sum of money, gift, bonus, refund, cut-ins, rebate, royalty, service, favor, or any other thing or act of value in order to induce such person to sing, play, or perform, or to have sung, played, or performed any works published, copyrighted or owned by us, directly or indirectly.

We further pledge ourselves and agreed not to furnish any special arrangements to any performer, singer, musician, or orchestra leader, or to anyone designated by, representing or associated with the same, nor shall we make any such special arrangements, nor shall we pay directly or indirectly to such performer, singer, arranger, musician, or orchestra leader, nor to his agents or representatives, nor to anyone designated by him or employed directly or indirectly by him for the making of such special arrangements, nor shall we extract parts or otherwise copy such special arrangements if made, either in whole or in part, for any performer, singer, musician, or orchestra leader, or for their agents or representatives, or pay for such extractions or copies. But nothing herein contained shall be deemed to limit the right to transpose any vocal arrangement of a musical composition from one key to another.

We further pledge and agree not to attempt in any manner or form to evade the provisions of the pledge and agreements hereinabove expressed, nor to use any subterfuge of any kind or description to subvert either the letter or the spirit of the above agreement.

In order to make effective this pledge and agreement we hereby appoint John G. Paine our representative with full authority to investigate any violations or alleged violations of this pledge or agreement, and instruct him to appoint any judge or ex-judge of the Supreme Court or of any lower court in the State of New York or the City of New York who may be approved by the New York City Bar Association. The said John G. Paine shall thereupon lay before such appointee all evidence which he may then have in his possession and shall proceed to gather such other evidence as in the discretion of the said judge may be necessary, and the said judge when appointed shall have the sole authority to punish any violations of this pledge or this agreement. And the said judge shall, upon any finding of guilt, impose a fine of \$1,000 for the first violation of the pledge or agreement aforesaid, and of \$2,000 for each additional violation thereof, and we agree that there shall be no appeal from the decision of the said judge.

In order to assure the payment of any such fine imposed or assessed, we further agree to and do hereby assign to the said John G. Paine any payments that may be due to us from the American Society of Composers, Authors and Publishers, or from the use of our music in synchronism or timed-relation with motion pictures, or from the use of our music in connection with electrical transmissions, up to the amount of the fine. We agree that the disposition of all fines assessed and collected shall be as follows: One-third to the person or persons furnishing the information upon which the conviction of violation has been based, and the balance to be paid into the treasury of the Music Publishers' Protective Association to defray the expense of any administration, investigation, or adjudication arising out of this pledge.

of the music industry, which included the MPPA, the Music Dealers Service, Inc., and ASCAP, had unearthed the fact that the same group of men were dominating the trade's activities as directors of each of the three organizations.

Klein declared that the commission had recently received complaints of an informal nature to the effect that bribery was rampant in the music industry. "In light of everything else as found about the music business by the commission," Paine quoted Klein as remarking. "It is too bad that this bribery situation exists." Klein added that Paine could count on the FTC's cooperation in bringing these practices to an end, but that as he (Klein) saw it, co-operation meant that the music industry would have to do something for itself.

Paine last week said that, because of Klein's intimations, it would be better for the industry not to wait until the roof came crashing down on it, and clean house immediately. His confab with Klein resulted in the calling of a meeting of the publishing trade, and it was at this meeting, Tuesday (12), that the pact as contained in an adjoining box was unanimously approved.

Publishers who made free special arrangements commitments prior to the meeting date are permitted to go through with them. It was stipulated, however, that lists of these commitments be filed with Paine and that payment to orchestra leaders or singers for such arrangements be made through the chairman of the MPPA board.

Another drastic angle of the pledge is the provision that demands the arbitrary dismissal of a publisher's employee, who, on his

Life of Jack Robbins

Hollywood, June 18.

Jerry Wald is writing a story based on the life of Jack Robbins for Warner's.

With Warren William in mind to emote Robbins, Wald is building a yarn that encompasses the history of Tin Pan Alley and the music halls for 25 years.

Jimmy Lunceford now booked by Harold Oxley.

IATSE NIGHT CLUB CAMPAIGN

ASCAP RATIFIES NEW CONTRACT

New form of contract between the American Society of Composers, Authors Publishers and its members has been ratified by the ASCAP board of directors. Revised agreement is dated to run for 10 years beyond the expiration of the present contract, Dec. 31, 1935. New membership contracts are expected to be in the hands of the Society's members by the end of June.

Among the ASCAP directors who did not attend the ratification meeting was Saul Bernstein, of Irving Berlin, Inc., who is strongly opposed to the new contract's provisions. E. H. (Buddy) Morris, representing Witmark and Remick, was present, but declined to commit himself for the Warner Bros. publishing group.

PLAN 140-PIECE ORCH. FOR CLEVELAND SPOT

Cleveland, June 18. Max Faetkenheuer, opera backer, theatre builder and former manager for Max Reinhardt, is coming out of a retirement of a dozen years to launch a 140-piece symphony-vocal orchestra in a series of outdoor musicals at Wildwood.

Experiment to consist of 75 musicians and 65 vocalists in split-week programs of opera and classical music at \$50-cent top, with Carl Fornoni as conductor.

Faetkenheuer, who managed stock at the old Euclid and Halloway Gardens some years ago, was first to take Caruso on tour. He is now associated with Harley L. Clarke, utilities magnate, handling the Shakespearean society and opera for Clarke in Chicago.

London Disc Companies Ask Capital Reduction

London, June 10. The High Court here has been asked to sanction the reduction of capital of Electrical and Musical Industries, Inc., the Columbia Gramophone Company, Ltd., and the Gramophone Company, Ltd. The amount of the proposed reduction is over \$3,500,000, with this to be effected by cancelling that amount of 6% ordinary shares.

Electrical and Musical Industries, Ltd., recently entered into an alliance with Marconi Company for a huge development scheme in perfecting television apparatus.

Meyer Davis and Sanford Together in Westchester

Meyer Davis, who is in with Bobby Sanford on his Hudson River Day Line show boat, will operate the Westchester County Centrè, former Civic Auditorium, White Plains, N. Y. Davis will install one of his band units in the converted outdoor beer garden and Sanford may put on a small floor show.

Davis and Sanford may also be in on the Sam Salvini-Irving Sherman Sun and Surf club, Long Beach, L. I. which opened shortly. Leo Reisman was in and out as the name band attraction after the maestro wanted the room decorated according to personal specifications, which brings Davis into the picture, although Salvini insists on a big name for the danceteria.

Ben Oakland is writing some special tunes for Baby Rose Marie, who opens at the Steel Pier this Saturday (23) for a run of five weeks.

Joe Orlando is among the warblers in Billy Rose's Music Hall.

Nitries Cool Off

their roadway nitries are featuring their cooling plants like the theatres to keep nocturnal trade in town and away from the roadhouses. The hotel roofs always have a seasonal advantage, but the Hollywood, Casino de Paree, Simpson, Paradise and others now have installed artificial refrigeration.

Casino de Paree is going to add boxing and wrestling matches to the entertainment.

Actor Has Tire Grief; 15 Minutes Later He Hears It Told on Air

Hollywood, June 18. Hollywood on the Air! has stooges at various cafes and picture parties on Sunday afternoon and evening in order to tip off program handlers as to which celeb is where and why.

Stooged telephone the broadcast station up to within a few minutes of the ethering in order that an announcer can go on the air and ostensibly broadcast from that spot that so-and-so is here with so-and-so.

One of the stooges is the negro butler of a male star. Last Sunday the servant called in and stated he had a telephone message from his boss to the effect that on returning from Laguna with a certain femme star the actor had had a blow out which necessitated his fixing the tire on the roadside and therefore would be late for dinner.

Fifteen minutes later the actor, his tire fixed, tuned in the car radio to the "Hollywood on the Air" broadcast to hear that he had just fixed his tire and was on his way home, etc.

Music Notes

Cafe Chantant opened Saturday (18) on the Hotel Montclair, New York, terrace, with Joe Catour at the head of the string ensemble, Dave Gardner presiding over the floor entertainment and Rita Bell doing a pianolog.

Morton Downey returns to the Chez Paree, Chicago, July 17, for another five-week stay.

Billy Hill now negotiating with British International Pictures about writing a score. Deal would include his doing a bit in the musical.

Frank Albert, head of J. Frank Albert, Australian publishing firm, and Louis Bernstein (Shapiro, Bernstein & Co) last week straightened out mutual accounts of five years standing.

Ina Ray Hutton will do the fronting for the Melodians, Irving Mills' all-girl band. Fazee Sisters are also being added.

Joan Abbott has taken a warbling assignment with the Joe Venuti unit.

Duke Ellington's tour will take in the Penn, Pittsburgh (22), Paramount, N. Y., Loew's State, Providence, and Loew's Orpheum, Boston.

Paramount has assigned Herbert Fields, "Richard Rodgers and Lorenz Hart to supply the liberato, music and lyrics for 'Mississippi,' which will feature Lanny Ross and W. C. Fields.

Ray Kavanagh band set for Felix Ferry's "Monte Carlo Folies," opening in M. C. July 28, which George Hale will stage.

Club Lido, Ashbury Park, N. J., is offering six acts of vaude, a line of 24 girls and the Ralph Kiril dance combo. Floor affair was staged by Jack Miller.

Ben Oakland has finished a waltz symphony, "Valse Negra," for Robbins Music Corp. Paul Whiteman will include the manuscript in his next Carnegie Hall concert.

Next session is slated for October in Rochester.

Utica, June 18.

1ST ORDER FROM PREXY BROWNE

New President Starts Employment Campaign by Going Into Cafes—Both Stagehands and Picture Machine Operators for Front and Back—Minimum Scale Around \$40

A.F.L. BACKING

Hollywood, June 18. Employment figures among the stagehands and motion picture operator groups of the IATSE should shortly jump to prosperity numbers, following the decision of George Browne, new IATSE president, to secure jobs for the members in nite clubs and taverns.

This will be the first act of the new International president. Organizing will start immediately to put either a stagehand or an operator in every one of the thousands of taverns and nite clubs throughout the country in which performers are being used as entertainment.

Nite clubs have been getting around the necessity of putting men to work by using automatic spotlights and lobster-scoops to light their talent on the floor shows. The new IATSE ruling is that these mechanical devices come under the American Federation of Labor charter to the International and that a man must be employed to operate these machines. The IATSE bases its claim of right to such employment on the precedent set by the American Federation of Musicians, which has placed union musicians in radio stations to operate the radio disc turntables. If all musical devices come under the charter of the A. F. of M., the IATSE believes that all theatrical lighting and stage equipment devices must necessarily come within the province of the stagehands and operators unions.

All lighting devices from the front of the entertainment must have a member of the operators union on the job, while all lighting and stage devices behind the entertainment must have a member of the stagehands union. This takes in drops, curtains, etc.

Low Minimum

IATSE has not yet set up its wage scale for such jobs, since the new president has been in office but one week. But it is understood that the minimum will be considerably lower for nitries and taverns than it has been for theatres. It is figured that the basic scale for taverns will be about \$40 a week, due to the short hours at night and the lower revenue possibilities of the beer spots. The IATSE prez, Browne, is taking precautions not to work hardship on these small taverns, the object being the securing of additional employment opportunities for the members.

Browne, it is understood, has already received notice of full co-operation from the governing council of the American Federation of Labor, from the Federation of Musicians, and it is expected that the performers will come through with 100% backing through the American Federation of Actors. Also in the picture from the union co-operation angle is the Walters Union.

Merge Union Meetings

Utica, June 18.

Otto C. Bergner, Musicians Union delegate to the state convention in Kingston, reported at the local's meeting here that the state organization had decided to merge with the New Jersey group in conducting two meetings each year.

Next session is slated for October in Rochester.

On His Own

Rudolph Friml, Jr., is representing the Stoddart-Bell Electrotype Co., although having ambitions to emulate his famous dad as a composer.

Boy has a flock of tunes, but Friml won't help him, telling him it's a good idea to be on his own.

Eastman Music Head Asks Gov't Financing For Symphs, Opera

Potsdam, N. Y.

Symphony orchestras and opera companies should be financed by direct government subsidization, or by a federal tax on radio. Dr. Howard Hanson declared in an address here. He is director of the Eastman School of Music in Rochester.

In regard to the levy on radios,

Dr. Hanson would have the revenue given to the broadcasting stations in proportion to the power of the station, with the stipulation that such money should be used for the formation of local symphony orchestras and opera companies. He said that in the United States there are now only 13 professional symphony orchestras, and only one permanent opera company.

GEORGE FOX'S CABARET LEGIT FOR CLEVELAND

Cleveland, June 18.

George Fox, assistant manager of Robert McLaughlin's stocks, Ohio, is taking over the old Music Box cafe and patterning it after Hollywood's Gay Nineties. Scheme is to give it the glorified glamor of an old-time honky-tonk, including such things as hostesses in crinoline gowns, a blond "Frisco Kate" singer during intermissions and table services during performances.

Douglas MacPherson has been optioned to head the company in the first show, "The Drunkard," followed by revivals of "The Black Crook" and "After Dark." Shows are scheduled to start at 9:00 and run to 10:30, after which a troupe of Barbary Coast entertainers will put on old-time raves of their own.

Atmosphere is being further carried out by a Silver Bar run by Billy the Kid and "Frisco Kate's" Music Hall under the same roof. Fox himself plans to do a master of ceremonies act, costumed as Tony Pastor and singing weepy old ballads.

Fox's cabaret-theatre, labeled the Barbary Coast, is scheduled to open around July 8 with a \$1.25 top for seats. Theatre has not yet had a capacity of about 250. With low overhead and side revenue from beer sales and incidentals, Fox figures it should pay.

FIORITO'S PRESS BOOK

Believed to Be First of Kind Issued for a Band Outfit

Los Angeles, June 18.

First complete press book believed ever to have been issued to assist in selling a band outfit has just been completed by the Hillman-Shayne Agency for Music Corporation of America on behalf of the Ted Fiorito combo. Book is of regulation pictorial press book size, done in four colors, and carrying two pages of press material, a double spread of ad copy, page of exploitation ideas, page of accessories available, and front and back cover devoted to general sales talk.

This is first of a series to be prepared by the agency for MCA bands and attractions.

JAY WHIDDEN SPOTTED

Hollywood, June 18.

Closing at the General Motors show in the Ambassador Auditorium, Jay Whidden takes his band to the Deauville Club in Santa Monica, opening June 22.

Deal set by MCA.

SPA Gives Folio

3 Months More; Dealers Say Nix

As far as the writers are concerned, the Music Publishers Protective Association may continue putting out nickel songbooks for another three months. Permission to this effect was voted at a meeting of the Songwriters Protective Association's council last week. Initial okay on the MPFA's folio sideline had been obtained from the writers three months previous.

Strong opposition to the folio idea was voiced at the SPA gathering by Benez Russell. He questioned the authenticity of a survey given to the folio situation, which had been submitted by a firm of "commercial counsellors" to the MPFA, and scored the writers for their readiness to sell their birthrights without first making a thorough inquiry into the facts.

Figures that are in sharp variance with those advanced by the MPFA have been compiled by the Richmond-Mayor Music Corp. This Jobbing firm sent out 1,000 questionnaires to learn how the music dealers felt about the MPFA folio, and of the 249 replies received last week, 66% were opposed to the lyricsheet proposition. Expressing the opinion that the folio decreases the sale of the regular sheet music copy were 165 dealers; 57 declared that the verse compendium boosts the sale of song copies, while 27 retailers were of no opinion, or said that they knew nothing about the MPFA folio.

ALESHIRIE MOVES TO LORD & THOMAS, CHI

Chicago, June 18. Ed Aleshire shifts from the local Blackett-Sample-Hummert agency to Lord & Thomas on July 1 to head their radio department as client contact.

It is expected that Aleshire will concern himself in large measure to negotiations with potential radio clients. Lew Goodkind figures to remain in active charge of the talent and production of the Lord & Thomas shows.

Robbins' L.A. Rep.

Los Angeles, June 18. Robbins Music Co. is first Coast republishing house to have a Coast rep to deal direct with studios on synchronization rights. Jack Robbins, head of the music concern, has appointed Abe Meyer, Hollywood synchronizer, to the position. Under the new arrangement, Coast studios can now arrange for syncing rights to any Robbins numbers by dealing with Meyer.

Wampas Shrine Song

Hollywood, June 18. Ann Ronell has written a Baby Star anthem to be used by the Wampas proteges both at the Minneapolis Shrine convention and at Chicago where the Babes are due to put on a show under direction of LeRoy Prinz. No definite title for the song set yet.

Wampas will plane Prinz to Chicago from Minneapolis in advance of the Babes, while latter will have to jump from Shrine to Chi between midnite and nine o'clock of June 22 for rehearsals.

ASCAP DONE WRONG

Hollywood, June 18. Operators of 10 cafes and beer gardens are named in complaints filed in federal court by American Society of Composers, Authors and Publishers.

Copyright infringe-

NIGHT CLUB REVIEWS

BEAU RIVAGE

Sheepshead Bay, N. Y., June 14.

A new show headed by the Rooneys, Pat and Pat, Jr., opened here Thursday night to a heavy gate and appears to be the ticket down in this neck of the Greater New York woods. Place, one of the finest shore dinner emporiums around the town, was opened May 16, but after a month of the initial show it was decided to bring in a new one, staged by Pat Rooney and including talents that tops most places of this kind, either out this way, up in Westchester or elsewhere.

The Rooneys alone suffice to insure that the floor entertainment is led by talent the punch of which has never been questioned. Widely known for many years in vaude and on the stage, this is a name act that not only stands for box office but clean showmanship as well. It has never been said that a Rooney had to get dirty in order to be punchy.

At the opening the show ran a little long, one hour and 20 minutes, but within it was pretty fast and amusing. In addition to the Rooney

act the floor holds Janet Reade, a songstress of established charm and registry; Bert Gilbert, an m.c. who must be one of the best, if not just an introductory flair; trio of Fields, Smith and Fields; slapstick turn; Helen Shaw, hot singer-dancer, and Winifred Greenough, a topnotch soprano.

On paper this lineup looks like a strong vaudeville show. It could have been a unit that would have gone placed when there were no places to go, and on the Beau Rivage floor, one of ample size, it plays to real results.

The Rooneys, with Miss Reade, were out with a unit show not so long ago. Pat and his junior doing the same routine here as with that show. Balance of the lineup was rounded up by Rooney for the review, however, including the girls of 10 girls, two of whom are close to the point where they can step out as specialty dancers.

Miss Greenough was brought in at the eleventh hour to substitute for Senorita Enriqueta, the prima originally set. The substitution leaves nothing to be desired, regardless of what the Senorita may have offered.

One of the highlights of the proceedings is the comedy song number by Bert Gilbert. On the Show of Sunny Far Rockaway, done in a laugh-getting Yid dialect. He has a lot on the ball, this lad. Show is strong on dancing, what with the Rooneys, Miss Shaw, the line girls and the occasional flashes of the Fields-Smith-Fields trio.

Beau Rivage, which is whipping up the night ocean breezes, is one of the coolest retreats around, deals out a big-time shore dinner for two dollars, with accompanying service that helps to make an evening there a pleasant one. The drinks start as low as 40c. and are of quality. Place is attractively decorated, for example, but the whole scheme suggests coolness. Moreover, there is plenty of room, both for dining comfort and dancing. No cover

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

WEAF

WJZ

WABC

Title	WEAF	WJZ	WABC
I'll String Along.....	26	26	26
Little Man, Busy Day.....	26	26	26
Sleepy Head.....	23	23	23
All I Do Is Dream.....	22	22	22
Eyes Wide Open.....	21	21	21
Love Thy Neighbor.....	20	20	20
Easy Come, Easy Go.....	19	19	19
Cocktails for Two.....	17	17	17
Love Go Wrong.....	16	16	16
Fare Thee Well.....	16	16	16
Thanks for Lovely Eve.....	16	16	16
May I.....	14	14	14
My Shawl.....	14	14	14
I Ain't Lazy.....	13	13	13
Wish I Were Twi.....	13	13	13
Rollin' Home.....	13	13	13
Beat O' My Heart.....	12	12	12
Little Red Barn.....	12	12	12
Had My Moments.....	12	12	12
Moon Country.....	12	12	12

charge at any time, but there's a minimum on Saturday nights of two dollars.

Music of the Beau Rivage orch sweet and hot, as the occasion demands. Never too brassy, yet has the makings for the hotter of the fox trot numbers.

Chas.

Spanish Terrace, Balto.

Baltimore, June 13.

Hung in the burg's acknowledgably swankiest hostelry, the Belvedere, this outdoor nitery has been a click from start. Used to be an exceedingly popular class rendezvous in the oil days, but was camphored all during profligate years.

Is located at rear of ground floor of hotel, half out on an abutment a story-and-a-half above street level. Rectangular affair, seating about

300, with raised dancing dais in room-center. All the decors and trimmings are of red and yellow, patently to atune with the spot's tag. On clear eves, sky is roof, but an undulated canvas top can be pulleyed across to protect terrace in event of rain.

No floor show. T. Worth Murphy's ten-piece musketeer aggregation, which has long enjoyed popularity in Md., made a few circles, but left the fandango fodder. Ork seems to have declined musically in past year, but still suffices.

No cover, but wine and liquor prices are stiff. Food, from hotel's kitchen, excellent. Place has been packing 'em in since start. One nite visited a shoe-horn needed to squeeze way in.

Old Town Hall, Denver

Denver, June 12.

The Old Town Hall is something that grew on Denver and the place is packed most every night. Prices, which started at 50 cents and were soon upper'd to 75 for five nights and \$1 on Saturday and Sunday, proved no drawback, and apparently proved the popularity to stink. The place, on first Saturday night the place went to over 500 were turned away, with police being called to handle the crowd.

Located across the creek, in the old part of Denver, society are convinced they are slumming, and get a wallop out of it judging from the noise they make. The management invites them to applaud, hiss, boo, and they do so with a vengeance.

Spot opened six weeks ago with Ten Nights in a Barroom. The crowds entered into the spirit of the occasion, but the management made the mistake of calling off after three nights, thus constituting Uncle Tom's Cabin.

Crowds stopped boozing or hissing (and refrained from ordering so much to drink and eat), so 'Uncle Tom' lasted just two weeks. Now they're playing 'The Villain Still Pursues Her, or Dot, the Miner's Daughter,' and it has plenty of melodrama.

With seating capacity about 300, and 47 on the platform, the revenue from the gate is limited. Food and drink are reasonably priced for a spot such as this, and they could charge more and net it. But they're playing for repeat business, and probably are ahead in the long run.

Orchestra togged in red firemen's uniforms. They can and do play modern tunes for the dancers, and get into the tiny sound of the old-time bands at times just to prove

CALLING ALL TRAPPERS; KNX TELLS 'EM WHEN

Hollywood, June 18.

A fur trading company is buying time on KNX here in order to keep trappers in Alaska posted as to the day they can expect representatives of the comp' in their territory to buy skins.

Before radio was utilized for this purpose the calls of the fur buyers were haphazard, due to the difficulties of communication and transportation in the frozen stretches.

Realizing that the trappers' only tie-in with the outside world for months at a time is the radio, the Charles Goldstein Co., of Juneau, Alaska, has contracted for time on the 55,000-watt KNX here to go on the air every Friday night with a commercial announcement that is in the line of a sales talk to the trappers as to the services rendered by the Juneau company and prices paid, etc.

Plus this is a last-minute itinerary of the various traveling representatives so that the trappers know when to expect the buyers traveling by snow shoes and dog sleds.

WLAC, Nashville, representatives of Columbia Broadcasting System and attend the meeting of the Commercial Division of the National Association of Broadcasters include F. C. Sowell, Jr., production manager; Roger Sweet, commercial director, and David Binns, chief engineer.

they can. Dancing for 15 minutes between the acts helps perk up the appetites, too.

Kaye Andre has a voice that is peculiarly adapted to the songs she sings. She is presented between acts and sing "A Girl in a Gilded Cage" and other old-timers. Singing waiters all have handle-bar mustaches.

Beer, wines and sandwiches are served. Posters of years ago adorn the walls. Tables seating four, six and up fit the floor space, leaving but a small spot to dance.

Louis Hellborn, former manager of the Orpheum and Ambassador is the boss, and the continued crowds prove he's done a good job. "The Villain Still Pursues Her" will run indefinitely.

Rose.

WON'T YOU COME IN AND SAY HELLO TO A NEW FIRM?

POLLACK MUSIC PUBLISHING CO.

745 SEVENTH AVENUE, NEW YORK CITY

OUR CATALOGUE

"Gotta' Set for Saturday Night"
"True Love Never Dies"
"Old Timer"

"I Found the Same Old Corner
(but not the same old gang)"
"I Gotta Have Love"

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- the music publishers have pledged themselves to stop every form of free special arrangements and other performance briberies.
- heavy fines will be imposed on publishers for violation of this pledge.
- employees of publishers attempting bribery or offering special arrangements are subject to arbitrary dismissal.
- informers of violations of this pledge leading to conviction are to receive substantial share of fine imposed. all information will be held confidential.

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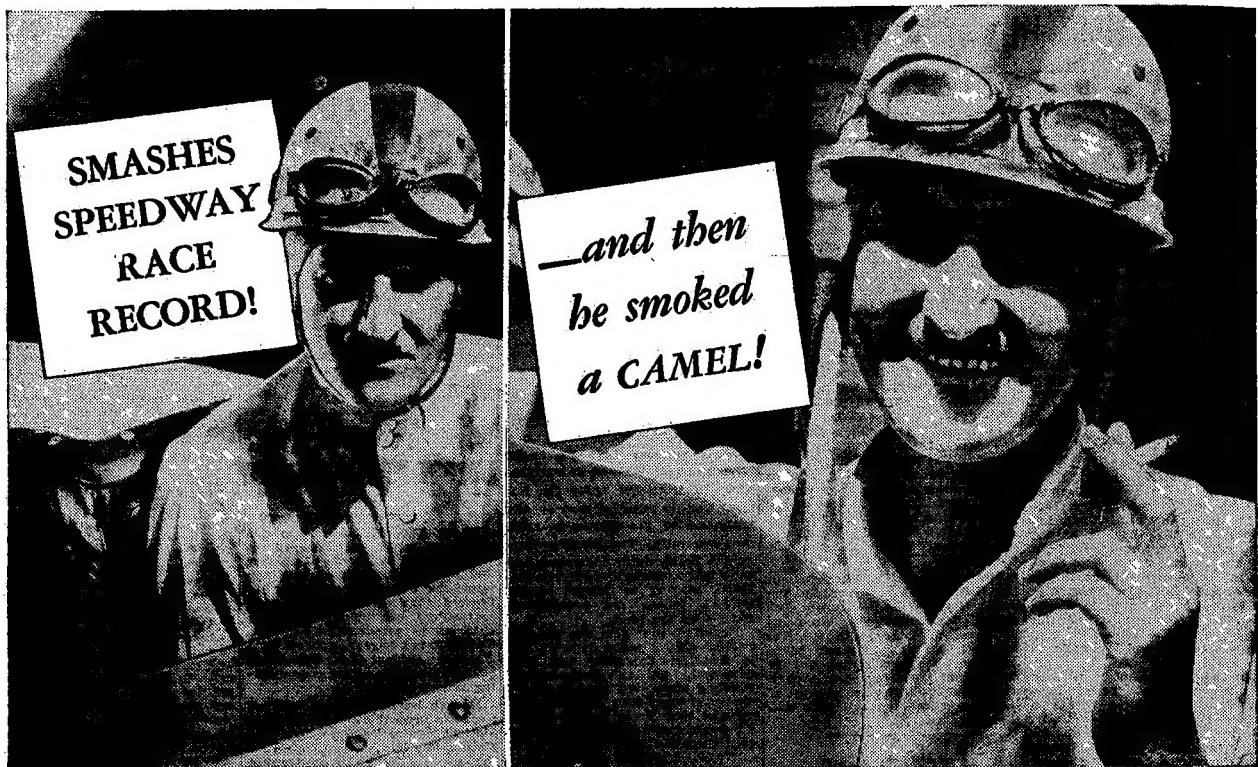
MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION

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BILL CUMMINGS, WHO FOUGHT OFF a fast field of daring drivers to take the 500-mile classic at the Indianapolis Speedway. Press wires flashed: "Cummings, after stretching himself, first requested a cigarette." It was a Camel! For Bill is a Camel smoker of 12 years' standing, and knows that smoking a Camel gives you a quick "snap-back" in energy.

TRY THIS EXPERIENCE

in increasing energy quickly when worn out!

If you have ever tried to clock 300 or 400 miles in one day's drive you can imagine the terrific output of energy a racing driver crowds into "the 500" at Indianapolis.

As Bill Cummings said himself after the race:

"33 drivers started the Indianapolis Classic this year...scorching the bricks over that 2½-mile track. For 200 grueling laps...nearly 5 hours of it...we kept up the blistering pace. I had to average 104.863

miles an hour, the new world's record for 'the 500'...sometimes hitting it up to over 2 miles a minute...to win. 4 hours and 46 minutes of this wrings the vitality out of a man and you can bet that I felt pretty well played out at the end of the race. My mechanic and I turned to Camels for the first luxurious smoke that always chases that tired feeling away. Any time I'm 'all in' I know that Camels will give me a 'lift' in energy. I smoke them steadily, too, because I know

that Camels will never jangle healthy nerves."

This "energizing effect" in Camels, long recognized by Camel smokers, has recently been studied and confirmed by a famous research laboratory in New York. It is harmless, refreshing.

You'll like Camels—a matchless blend of costlier tobaccos. You can "get a lift" with a Camel" as often as you wish. Camels never get on your nerves, no matter how many you smoke.

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Costlier
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your Nerves

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with a Camel!"**